OCTOBER 7, 1946 PRICE 15 CENTS

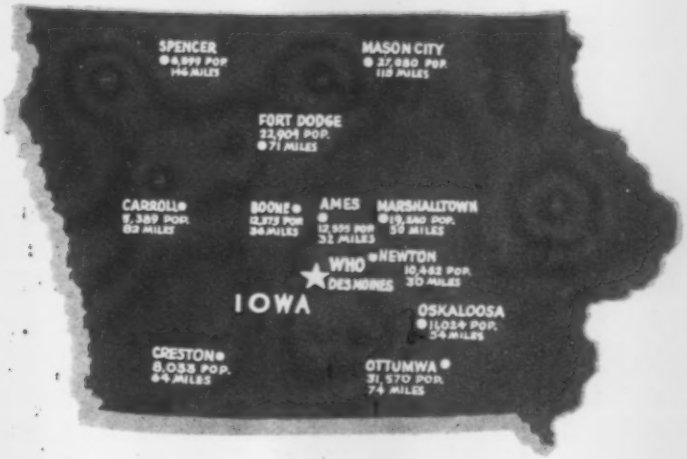
BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

ANY TIME IS GOOD TIME ON WHO!

(UNUSUAL HOOPER STUDY IN 11 "OUTSIDE ZONE" CITIES FURNISHES FOOD FOR THOUGHT!)



Where large urban populations are a Timebuyer's only consideration, a one-city Hooperating may be the final test of values.

In Iowa, it's different. Our largest city has only 6.8% of the State's population. Our typical smaller cities are far more important. So WHO asked Hooper to survey eleven typical "outside zone" cities, 30 to 146 airline miles from Des Moines. Seven have their own stations.

Discovered: (1) Far greater percentages of radio sets found "in use" in the outside cities; (2) WHO gets 46.7 to 64.0 share of audience in the outside cities.

Here are the three main summaries:

	SETS IN USE		WHO RATING		WHO SHARE OF AUDIENCE	
	DES MOINES	"OUTSIDE"	DES MOINES	"OUTSIDE"	DES MOINES	"OUTSIDE"
8 A.M. TO NOON—MON. THRU FRI.	14.3	20.3	3.5	9.5	24.4	46.7
NOON TO 6 P.M.—MON. THRU SAT.	13.9	22.9	6.4	11.8	46.3	51.5
6 P.M. TO 10 P.M.—SUN. THRU SAT.	31.9	34.9	15.9	22.3	49.8	64.0

Yes, Des Moines AND IOWA respond to *good* programming, *good* showmanship, *good* public service. WHO gives all three, *Write for your copy of the complete Hooper Report — or ask Free & Peters.*

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* **J. O. Maland, *Mgr.***

FREE & PETERS, Inc., *National Representatives*

IN GREATER BOSTON . . .

The people who sell merchandise join the people who buy in praising WCOP's new 5000-watts power

From all over the Greater Boston area — from Ipswich to Mansfield and from Cohasset to Wellesley — letters have poured in congratulating WCOP on the range and clearness of our new 5000-watt signal.

Gist of the *dealer* comments: "Your station is covering this area 100% . . . have been getting your monthly magazine SPOTLIGHT, and find it very helpful . . . I have been more than pleased with the WCOP Window Display that you installed for me . . . congratulations on your increase in power."

Gist of the *customer* comments: "The reception is fine and clear . . . all programs come through splendidly . . . the Louis-Conn fight came in loud and clear . . . you won a great many new friends along the North Shore last evening . . . the reception from WCOP is now perfect."

You can "air your advertising" to these enthusiastic listeners in Greater Boston, America's third richest market of 3,000,000 population . . . and we'll help you move your product through the dealers who have been so favorably impressed with WCOP's new power and live merchandising service.

Rates and availabilities from any Katz office.

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston

"Fill 'er up!"

There's no worry about those 4-gallon coupons any more . . . And gasoline sales in the Nashville area are running well ahead of the pre-war 20 million dollars a year. The key to any part of this rich market is the buying power of its 190 thousand radio families . . . WSIX attracts them with top programs of AMERICAN and MUTUAL.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

AMERICAN and MUTUAL

5,000 WATTS

980 KILOCYCLES

Represented Nationally by

THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

PLANS for permanent installation of television facilities in galleries of both House and Senate under consideration. Rapid growth of gallery, now boasting some 130 radio correspondents, necessitates expanded accommodations, to be undertaken next summer and, while about it, Sen. Byrd of Va. and Speaker Rayburn of Texas, who direct gallery operations, have been asked to provide space for television cameras and gear before Nov. 1 deadline.

INSIDE reports floating about on laboratory production of television process using electronic rather than mechanical or "whirling disk" color scanning. Work is going forward on West Coast employing so-called "Thomascolor" blending with hopes running high, according to those who have seen it.

WHEN Pearson-Allen application for facilities of Hearst's WBAL Baltimore reaches hearings stage, there'll be fireworks aplenty probably highlighted by opposition of Sen. Millard Tydings (D-Md.), to columnists' request. Pearson and Maryland's Democratic leader have engaged in bitter running feud for more than decade. Tydings on occasions has had regular weekly program on WBAL.

NEWEST plan to stimulate FM set production and exploitation being broached to FM licensees by Electronics Inc., recently organized Washington firm established by three ex-GI's largely for introduction of FM by wire lines into hotels and other public places. Project contemplates pre-order or single band FM receivers to be sold to licensees at $25 to $30 each, but to be used for demonstration purposes only and not for resale. Low price would be possible through guaranteed purchase of sets.

NAB's 25th annual convention in 1947 will shift to auditorium type of assembly, judging by present indications. Intra-hotel type of convention isn't adequate for fast-growing broadcast association, with over 3,000 expected in Chicago Oct. 20-24. Combined Hilton hotels won't hold NAB delegates and visitors, with Palmer House's biggest hall too small for all desiring to attend meetings and Stevens banquet hall too small for annual dinner.

DEAL whereby Crosley Broadcasting Corp. would acquire 75% ownership of KSTP, NBC outlet for St. Paul-Minneapolis, for $1,200,000 [BROADCASTING, Sept. 30] has kicked up stir in St. Paul civic circles. St. Paulers want 50,000-watter to remain identified with their segment of Twin Cities. Ridder newspaper and radio family, identified with St. Paul life, sought to buy station in deal with Stanley Hubbard, president, general manager and 25% owner, but lost out to Avco-Crosley.

DESPITE great gobs of silence about report of imminent return of OPA Administrator Paul A. Porter to FCC's chairmanship, pre-

(*Continued on page 117*)

Upcoming

Oct. 10-11: TBA Second Conference, Waldorf-Astoria, New York.

Oct. 20: NAB Radio Journalism Committee, 2 p.m., Chicago.

Oct. 21-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.

(Other upcomings on page 115)

Bulletins

COMMERCIAL TELEVISION grant for WTCN Minneapolis, Minn., announced Friday by FCC. To use Channel 4 (66-72 mc) with power 17.9 kw visual and 9.2 kw aural, antenna height 490 feet. St. Louis U. given experimental video grant, frequencies to be assigned. (Earlier story page 39).

ESTABLISHMENT of permanent inter-American organization, Asociacion Inter-Americana de Radiodifusion, voted by delegates from 21 countries at first Inter-American broadcasting congress (early story page 114).

PRODUCTION of radio receiving tubes set alltime record in August, totaling 20,430,868, of which 13,473,973 were for new sets, Radio Manufacturers Assn. announced Friday. Previous record was 17,979,636 in June. July's output was 14,489,130 tubes, with January-August total of 120,390,798.

Business Briefly

FORD GRID VIDEO ● Ford Motor Co., Dearborn, Mich., Oct. 11 and 25 sponsor telecasts of Brooklyn Dodgers pro football team vs Chicago Rockets and Miami Seahawks, respectively, on WCBW New York, from Ebbets Field, Brooklyn. Ford agency, J. Walter Thompson Co., N. Y.

FIRE UNDERWRITERS PLAN ● More than 200 leading capital stock fire insurance companies which maintain National Board of Fire Underwriters, effective Nov. 3 begin half-hour mystery drama on 300 MBS stations, Sun. 3:30-4 p.m. As yet unnamed, program to be produced and directed by James Sheldon, Radio Director, MacFarland, Aveyard & Co., N. Y., agency for Fire Underwriters.

GILLETTE SPONSORS GAMES ● Gillette Safety Razor Co. sponsors Navy-Notre Dame football game Nov. 2, Army-Navy tilt Nov. 30 on NBC. Agency, Maxon Inc., N. Y.

COAST MYSTERY SERIES ● Gallenkamp Stores, San Francisco (footwear), contracted *Pat Novak for Hire* on 16 ABC Pacific Network stations. Bruce Eldridge Agency, San Francisco, has account.

CYNTHIA SWEETS SIGNS ● Cynthia Sweets Co., Boston, (candy) to sponsor *Sunday With Bill* 1:15-1:30 p.m., Sun. on six Yankee Network stations. Agency, Hirshon-Garfield, Boston.

PERMIT to build new station at $11,000 cost granted Friday by Civilian Production Administration to Maui Publishing Co., Wailuku, T. H.

67% of People Want Television Sets—IF

SIXTY-SEVEN per cent of prospective receiver purchasers want television sets—IF prices are reasonable, IF telecasting is available in all markets. Forty-one per cent want FM in sets they buy.

This is revealed in comprehensive study of set market conducted among subscribers to *The American Magazine* by Crowell-Collier Publishing Co. Research Dept.

Most respondents named $200 figure as "reasonable" price for video receiver. Survey made among 4000 magazine subscribers, with 71% responding.

Other important market estimates uncovered:

Thirty-five per cent of families surveyed in market for new radios, many desiring more than one set.

Sixty-three per cent of latter prefer combination radio-phonographs, expect to spend about $200 for console models.

Study shows that 99% of *American Magazine* subscriber homes are radio-equipped.

Ownership of radios, by model: table models, 68%; Consoles (floor), 50%; portables, 22%; radio-phonograph (console), 12%; radio-phonograph (table), 6%.

Accepting poll sample as representative of national situation, 82% of people do not have radio-phonograph combination sets. Interesting sidelight is indication that table model will be in great demand for bedrooms and kitchens among homes now radio-equipped.

Those polled said they planned to buy "this year" radio-phonograph console models (40%); table models (25%); console floor models (16); radio-phonograph table models (13%); portables (11%).

Median average prices they expect to pay: table models, $39; portables, $39; radio-phonograph consoles, $202; radio-phonograph table model, $79. Most important factor in determining make purchased will be, in order, (1) reputation of manufacturer; (2) tone quality; (3); price.

Fifty-three per cent familiar with FM. Seventy-five per cent said would demand FM in sets they buy during next year. Only 16% acknowledged familiarity with term FM but said did not want it.

Only 15% of respondents had seen television program. Young people, survey revealed, more interested in purchase of television sets than elders.

THE NATIONAL AIRCRAFT SHOW

AND

THE AIR TRANSPORT ASSOCIATION OF AMERICA

INVITE

THE RADIO INDUSTRY TO PARTICIPATE

IN THE PRESENTATION OF

OUTSTANDING RADIO PROGRAMS AND TALENT

FROM THE STAGE OF THE AIRLINE'S

"INTERNATIONAL BAZAAR" . . . TO BE HELD

IN CLEVELAND, OHIO

FROM NOVEMBER 15 TO 24

RSVP

DIRECTOR OF RADIO
AIR TRANSPORT ASSOCIATION
1107 16th STREET, WASHINGTON D. C.

OR

THE NATIONAL AIRCRAFT SHOW
UNION COMMERCE BLDG., CLEVELAND

WMT

AT 600 KC'S

"IOWA'S FINEST FREQUENCY"

SERVES THE HEART OF THE GREATEST FARM AREA IN THE WORLD!

IOWA'S FARM FIRSTS!

1st in Average Gross Farm Income!

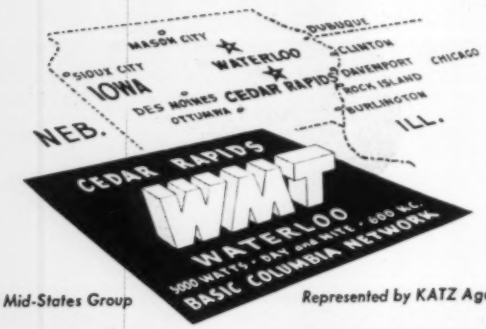
1st in percent of Land Under Cultivation!

1st in Rural Telephone Development!

1st in CORN production in the entire world!

(Record Iowa Corn Crop Forecast by U. S. Dept. of Agriculture of 652,242,000 Bushels.)

Your "Best Buy" to Cover Eastern Iowa - the richest part of this great market



Member of Mid-States Group *Represented by KATZ Agency*

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TELECASTING

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IN THIS ISSUE . . .

(Index of special features and articles in connection with TBA Convention is on page 107)

TBA Convention Set 13
BMB Role Depicted to ANA 15
Brief Filed Against Petrillo 15
Miller Warns of Government Control 18
Joske's Had to Be Shown—And Was 31
Wilson Cites Farm Program Needs 32
Three New AM Stations Granted 56
Does Avco Apply in Non-Cash Sale? 58
Producer Assails AFRA Demand 70
Sarnoff Sees Lag in Social Progress 74
Officers Elected by ANA 106
FM CPs Now 291; Conditionals 539 109
Temporary Licenses for 34; 5 Renewal 110
Pixley WCOL Acquisition to Be Probed 111
Georgia, Texas Grants Made Final 114
Inter-American Meet Held 114
AP Sells News on Yearly Basis 115
FCC Cracks Down on Dismissals 116
Net Heads on NAB Agenda 116

DEPARTMENTS

Agencies	66	Our Respects to	62
Allied Arts	78	Production	86
Commercial	72	Programs	81
Editorial	62	Promotion	89
FCC Actions	92	Sponsors	76
Management	64	Technical	72
News	70	Upcoming	115

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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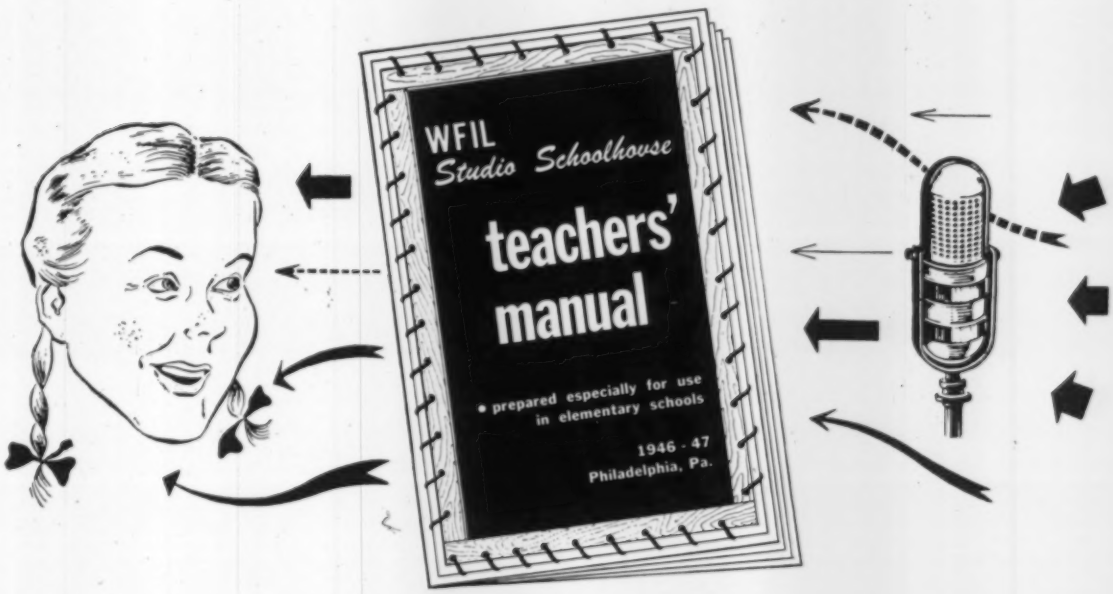
• Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15¢ PER COPY

WFIL has just distributed 10,000 Teacher's Manuals to elementary schools in the Philadelphia area. This 96-page book enables the teacher to secure maximum educational value from the "in-school" listening to WFIL's Studio Schoolhouse series.



The "**STUDIO SCHOOLHOUSE,**" now beginning its fourth year on WFIL, has an established place in Philadelphia's school curricula. A survey made by the Philadelphia Board of Education shows that of the 126,025 regular listeners to 13 school programs broadcast by Philadelphia stations, 80,954 or 64.2 percent were listeners to the WFIL "Studio Schoolhouse" series. The survey also shows that the four most popular of these 13 programs were all WFIL productions.

This proven program in the public interest is one of WFIL's many contributions to the Philadelphia community, and one of the many reasons for WFIL's potent appeal to the people of Philadelphia.

AN ABC AFFILIATE

WFIL

560 *First* ON YOUR DIAL

The Philadelphia Inquirer Station

With the Capitol Transcription Library Service...

You've got what it takes

TO SELL A SPONSOR

BIG-NAME BANDS

BILLY BUTTERFIELD • DUKE ELLINGTON
JAN GARBER • SKITCH HENDERSON
PEE WEE HUNT • STAN KENTON
GENE KRUPA • EDDIE LE MAR
ENRIC MADRIGUERA • ALVINO REY

SPONSORS WANT BIG NAMES LIKE THESE...

★ ★ ★ *Every Capitol Star Is*

SPONSORS want "class" and sales punch in the programs they buy. Even on limited budgets, they want network-type shows. But why not? They're available. And *your station can make the sale!* Capitol's Transcription Service now gives you all the elements of successful live-talent network shows . . . to lure more listeners, attract more sponsors.

Sponsors want the latest tunes and arrangements . . .

Capitol's basic library includes 2000 selections . . . with a minimum of 50 additional guaranteed each month. (Bonus! . . . production plans indicate not 50 but 70 monthly releases.)

Sponsors want a choice of complete SHOWS . . .

And Capitol furnishes dated program formats for more than 400 different shows each month . . . suggested programming for 30 hours of entertainment each week.

Sponsors want musical themes they can call "their own" . . .

That's why every Capitol show has its own special opening and closing musical theme.

Sponsors want the "personal touch" of famous stars . . .

Voices and personal chatter of featured artists are included on special tracks with the Capitol Service.

Sponsors want distinctive product identification . . .

With Capitol's service you background commercials with special harp, celeste, piano, or organ interludes.

BIG-NAME WESTERN

SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
FRANK DE VOL'S POP CONCERT ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

IG-NAME SINGERS

JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

Send for a Recorded Demonstration!

Hear the features that make the Capitol Service excitingly *different!* Capitol will be glad to send you a demonstration transcription on request.

Capitol
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS
PROGRAM SERVICE
FROM HOLLYWOOD
SUNSET AND VINE

Is An Audience Builder ★ ★ ★

PUBLIC INTEREST means STEADY LISTENING in NEBRASKA'S 2nd market

SPEAKING OF INTEREST . . .

Week after week, the year 'round, KFOR does an outstanding job in the public interest. Literally scores of people in the Lincoln area are heard in person over KFOR in interviews and discussions that are of direct interest to the people of Lincoln. Interest in these special features is even greater because, in many cases, listeners know the people they hear on KFOR. That's one way KFOR assures a large, loyal audience in Nebraska's second market. The listeners are there. KFOR can sell them your sales story at surprisingly low cost per listener. Write or wire for availabilities in programs or spots.

Represented by
EDWARD PETRY CO., INC.

KFOR
GORDON GRAY, Vice Pres. and General Manager
HARRY PECK, Station Manager
BASIC ABC-1240 KC
LOCAL CHANNEL
LINCOLN, NEBRASKA

Memorandum to Readers:

This issue of BROADCASTING-TELECASTING, is devoted largely to the arrival of television as a mass communications medium. This is signalized by events scheduled at the Second Annual Conference of the Television Broadcasters Assn. Between the covers of this 120-page number are articles and analyses depicting television's status today, immediate prospects, and what the future may hold. Virtually all available factual data and experience stories pertinent to this energetic new radio art are marshalled in this issue.

In direct charge of the production of the television features incorporated in this issue was Bruce Robertson, senior associate editor of BROADCASTING-TELECASTING, headquartered in New York. As our television specialist, Mr. Robertson has covered the video scene for a dozen years, both as an editor and reporter and as a television enthusiast. No journalist in the country is better informed on television than Mr. Robertson; none more devoted to the video cause.

Since the founding of BROADCASTING in 1931, it has endeavored to cover all facets of the mass radio field accurately, comprehensively, objectively. With the debut of television as a public service and an advertising medium whose potency is yet unmeasured, we of BROADCASTING pledge ourselves to espousal of this new art with the same vigor, force and zeal which has marked our allegiance to Radio by the American Plan these past 15 years as the only independent trade journal dedicated to all radio.

SOL TAISHOFF
Editor and Publisher

Sellers of Sales

MAN OF the age—the teen age—would seem to be the description that best fits Nat Strom, account executive of Teen-Timers Inc., for Buchanan & Co., New York.

The success of that account (Teen-Timers Inc.) parallels the rise of Mr. Strom, himself.

Mr. Strom has been producing the *Teen - Timers Club*, Saturdays, 11-11:30 a.m. on NBC for the past year. The program sponsored by the dress manufacturer originally was placed on 40 NBC stations. It is now heard on 93. Approximately 80% of the account's advertising budget is devoted to radio.

Mr. Strom says that to his knowledge it's the first time a fashion organization has successfully used network radio. The advertiser spends about $9,000 weekly for the show.

NAT

Nat Strom started with Buchanan & Co. in 1928, when the agency was known as Hanff-Metzger. He has risen from file clerk to traffic clerk, traffic department manager to media time buyer, business manager of the radio department and as of June 1, to the agency's account executive in charge of Teen-Timers Inc., New York.

He was born on June 29, 1909, in New York City. For three years he majored in business at the New York City College (school of Commerce).

His first and only job prior to joining Buchanan & Co. was as a clerk with *The Fourth Estate*, later bought by Editor & Publisher.

The Stroms have been married for eleven years. They have one daughter, Judy, 8 years old. They live in Brooklyn, practically in the shadow of Ebbets Field, the home of the Brooklyn Dodgers. But Mr. Strom is a Giants fan. He says his father was a Giants fan before him, his daughter too is a Giants fan.

Mr. Strom claims that his chief hobby is being a sports spectator. He likes to watch all sports events such as baseball, races, football, basketball, etc.

WDEL
WILMINGTON, DEL.
SELLS

WDEL is located in Wilmington, Delaware which, because of its strategic location, transportation facilities and wide industrial diversification is assured a great, stable and prosperous future. WDEL sells profitably for you in this area composed of Delaware, southern New Jersey, parts of Maryland and Pennsylvania.

5000 WATTS
DAY AND NIGHT

NBC
BASIC STATION

Represented by
RADIO ADVERTISING COMPANY
New York • Chicago
San Francisco • Hollywood

Yes Sir! KWK

has

HIGH-RATED PROGRAMS

AVAILABLE

that can DO A JOB for you

ST. LOUIS NETWORK STATIONS	WINTER-SPRING 1945-46 HOOPER RATINGS
KWK	4.6
STATION B	4.7
STATION C	3.3
STATION D	2.8

These Ratings are the Average for LOCAL SUSTAINING PROGRAMS
8 AM – 7 PM
(Sept. 2nd-6th)
MONDAY through FRIDAY

For Details
See Your Raymer Man

For St. Louis' Outstanding Local Radio Personalities and Locally Produced Shows, it's

KWK

HOTEL CHASE
ST. LOUIS

PAUL H. RAYMER CO., Representative

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

WRITE for your copy of this important analysis, comparing the cost of spot broadcasting, magazines, newspapers, and network radio.

● Sure, sure . . . we all occasionally go up against something that seems too difficult — but ever notice the number of tough jobs that *do* yield to hard work?

Effort, more than faith, moves mountains. Right now F & P is working even harder than during the War, to help our accounts get better spot-broadcasting results—hence give them good reasons to buy more spot broadcasting. And what do you know?! —we're beating the industry's general figures by *very* large percentages! Extra effort does get extra results. How about letting us prove it?

EXCLUSIVE REPRESENTATIVES:

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CHARLESTON, S. C.	WCSC
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CORPUS CHRISTI	KRIS
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DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | DETROIT: 3463 Penobscot Bldg. Cadillac 4255 | SAN FRANCISCO: 58 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
TELECASTING

VOL. 31, NO. 14 WASHINGTON, D. C., OCTOBER 7, 1946 $5.00 A YEAR—15c A COPY

Expect Over 1,000 for TBA Conference

550 Are Registered In Advance Of Meet

By BRUCE ROBERTSON

(Index of Television Features, page 107; TBA Program, page 14)

THE PROGRAM of the second television conference that the Television Broadcasters Assn. is presenting the end of this week in New York provides clear proof of the changes not only in television thinking but also in television actions since TBA's first conference in January 1945.

"At that time," Ralph B. Austrian, general chairman of the conference, said the other day, "the best we could do was to talk about television. This time we are going to demonstrate television as well as talk about it."

Several sessions of this year's TBA meeting will be televised. That is a simple matter today, but it was too difficult even to be considered when the first meeting was held, although that was less than two years ago. A video salute from Washington, scheduled for the first afternoon, will travel to the convention hall in New York's Waldorf-Astoria Hotel over an AT&T coaxial cable circuit that existed only on an engineer's drafting board in January 1945.

War Still On

At that time the war was still very much with us. The New York video stations that had started operations before the war were still operating, but on an extremely curtailed wartime basis. Speakers at the first TBA convention had to avoid more than the most general mention of the technical developments that were then military secrets, that have since given television broadcasting tremendous improvements in picture transmission and reception. The image orthicon camera tube, to mention only a single example, today makes a baseball game ideal video program material, instead of the try-to-see-the-ball puzzle it was in '40 and '41.

Video program techniques have similarly undergone as great a change, for which much of the credit must go to the advertisers and advertising agencies who during the past few postwar months have embarked on a learning-by-doing video program with the same earnest eagerness that they displayed some 20 years ago when they started out to explore the advertising possibilities of the then new medium called radio.

In January 1945 television was still something that was going to come along some day after the war was over. Yet even then the interest in television was great enough to fill the rooms for all of the TBA sessions. This year an advance paid registration of 550 (at $25 a head) last Friday, nearly a week ahead of the conference's opening day, presages an attendance well above the thousand-mark, ample evidence that the reality of television has more than lived up to expectations.

Look at Agenda

A look at this year's convention agenda (see page 14 for the full details) points up the fact that television is here to everyone who recalls that first TBA conference. Then the speakers, by and large, were talking about their hopes and plans for the television age that was to come. Now many of the speakers, particularly those dealing with video production and broadcasting techniques, will give talks based on actual experiences in the television studio with actual programs that actually were telecast and actually seen by a real audience.

The speakers at the Friday panels on television commercials, for example, have been responsible for extensive video campaigns for their companies or clients. They have experimented with various types of visual presentation of their commercial messages via television. Even at today's early stage of video development, theirs is the voice of experience.

The conference falls a fortnight before the NAB first postwar convention at which television also will be on the agenda. Among those registering in advance for the television parley were prominent broadcasters—some of whom are pioneering in telecasting now, but many of whom are still in the contemplative stage. The enthusiasm for the new art which emerges in the NAB meeting may depend, to a great extent, upon the success of TBA's second indoctrination conference.

President Points To Progress In Year

MR. POPPELE

J. R. POPPELE, president of the Television Broadcasters Assn. and chief engineer of WOR New York, made the following statement on the eve of the annual TBA convention in New York this week:

TELEVISION broadcasting, or telecasting, if you prefer, is rapidly becoming the concern of every enterprising radio broadcaster in the nation. This is a good sign; it indicates television's possibilities are, at long last, being recognized and it augurs well for the future of this toddling new industry.

One thing is a certainty: Television has finally gotten over the "hump" that separated commercial development from laboratory experimentation. It is no longer a scientific curiosity, a "something" that might be coming along "sometime-I-don't-know-when." Television is here—painfully so for a lot of the "boys" who would just as soon look the other way.

Now that it is here commercially, what does the broadcaster propose to do about it? Admittedly, television is hardly a shoestring operation; it is really big business from the word go—and a big business it definitely will be as

(Continued on page 107)

MUSIC, LIGHTS, CURTAIN!

By RALPH B. AUSTRIAN

General Conference Chairman, Television Broadcasters Association, Second Conference and Exhibition

THE AUDIENCE at last has assembled, the footlights are on, the orchestra is in the pit, and the curtain is about to rise on the greatest show the world has ever seen.

It has taken a long time to cast this show and a longer time to rehearse it. Troubles plagued the production. Sometimes many members of the cast became ill, the stage managers were temporarily discouraged at the poor performance some of the actors gave. A few of the backers became impatient and turned to other seemingly greener fields. It took an interminably long time to get all of the chorus to sing in the same key, and the ballet just didn't seem to be able to keep in step.

Mr. Austrian

Suddenly the whole production jelled. It cohered, it took on form, shape, and substance. The word spread rapidly. Sponsors rushed in anxious to become identified with the great new smash hit. The advance sale is in the millions—Opening Day, Oct. 10, 1946.

Well, here we are folks, as Barnum used to say, "The Greatest Show on Earth," but unlike the great P. T. we're not looking for suckers because, dear public, it is all free. It's yours for the asking, yours for the taking. The world will no longer pass your door but will march right through your living room. A simple little switch will someday be your global passport. Oct. 10, 1946 marks the real starting date of our march toward the fulfillment of Television Broadcasters Association's creed "Uniting All Peoples."

PROGRAM OF EVENTS

SECOND TELEVISION CONFERENCE AND EXHIBITION
TELEVISION BROADCASTERS ASSN. INC.

Thursday and Friday, Oct. 10 and 11, 1946. Waldorf-Astoria Hotel, New York, N. Y.

THURSDAY, OCT. 10

7 a.m. to 11 p.m.—All Day Exhibits, Jade, Basildon and Astor Galleries.

9 a.m.—Registration for Conference. East Foyer.

10 a.m.—Opening Session: Main Ballroom. Welcome to Guests, Ralph B. Austrian, president, RKO Television Corp., General Chairman of Conference.

"Television: Great Challenge"—J. R. Poppele, vice president, Bamberger Broadcasting Service; president, Television Broadcasters Assn. Inc.

"Television—1926 to 1946"—Dr. Alfred N. Goldsmith, vice president, Institute of Radio Engineers.

Televizing the Atom Bomb Test at Bikini"—Arthur F. Van Dyck, RCA Laboratories Inc., Princeton, N. J.

"The Effect of Television on Newspapers"—Merlin H. Aylesworth, business consultant.

11:15 a.m.—Television Program Panel: Main Ballroom. Robert S. Peare, vice president, General Electric Co., moderator.

"Television, A New Stage for Your Talents"—Edgar Kobak, president, Mutual Broadcasting System.

"Good Taste in Television Programming"—Dr. Frank Kingdon, commentator, WOR-Mutual.

"Television in Education"—Dr. Paul Douglas, American U.

12:45 p.m.—Luncheon: Main Ballroom. Salute to United Nations. Guest speaker, Benjamin Cohen of Chile, assistant secretary-general, United Nations organization.

2:45 p.m.—Panel Meetings (Fourth Floor: Pillement Suite, Rooms J-K-L-M-N-P) "Television Receivers"—Thomas F. Joyce, Raymond Rosen Co., moderator.

Production Forecasts and Market Potentials—Frank Mansfield, Sylvania Electric Co.

The Need for a Demonstration Broadcast Service During Daytime Hours—William Howard, R. H. Macy Co.

I Want a Television Receiver—H. Allen Smith, author "Low Man On A Totem Pole", "Rhubarb" and other books.

The Need for Accurate Television Receiver Distribution Data—Dr. George Gallup, director, American Institute of Public Opinion.

"Television Programming": Bob Emery, Sustaining Program Manager, Du Mont Television Station WABD, moderator.

Package Programs—Selma Lee, William Morris Agency.

The Guest Producer and the Station Producer Look at Each Other—Richard Goggins, American Broadcasting Co. and Clark Jones, WRGB Schenectady.

The Radio Director Looks at Television—Jock MacGregor, WOR.

Studio Production, Films and Remotes—Warren Wade, executive producer, WNBT, NBC Television Station.

What the Advertising Director Wants of the Producer—Charles Hammond, NBC director of advertising and promotion.

What the Salesman Expects of the Producer—Ken Farnsworth, ABC.

What the Operations Head Expects of the Producer—Louis Sposa, program service manager, WABD.

What the Actress Expects of the Producer—Helen Choate, actress.

The Necessity of the Exchange of Ideas and Techniques Between Broadcasters—Hoyland Bettinger, consultant.

"Television Station Management": Theodore C. Streibert, president, Bamberger Broadcasting Service, moderator.

Job Opportunities in Television—Dan D. Halpin, television sales manager, RCA Victor Division, Radio Corp. of America.

Where to Find Your Personnel—Harry Houston, personnel manager, Allen B. Du Mont Labs. Inc.

Equipment Today and Tomorrow—James D. McLean, electronics division, General Electric Co.

Legal Problems in Television—Joseph McDonald, ABC.

Relaying Problems in Television—F. J. Bingley, chief television engineer, Philco Corp.

Studio Audences in Television—Helen Rhodes, WRGB Schenectady.

"Television and Education": H. V. Kaltenborn, commentator, NBC, moderator.

How Television Can Add to the Cultural Level of American Life—(speaker to be announced.)

Television's Place in the University Curricula—Prof. Kenneth Bartlett, Syracuse U.

Education Through 'How to Do It' Programs—Lt. Col. Eric Tebow, U. S. Army Signal Corps.

What Can Documentary Programs Do For the Student and How Television Can Contribute—Comdr. Bonney Powell, USN.

Television As An Adjunct to Other Visual Media in Primary, Secondary and College Education—Edward Stasheff, radio-television director, New York City Board of Education.

6 p.m.—General Reception and Cocktail Party—East Foyer.

7 p.m.—Banquet Session: Main Ballroom. Presentation of Annual TBA Awards of merit, Paul Raiburn, vice president of Paramount Pictures Inc., president of Television Productions Inc., Chairman of Awards Committee. Talks by prominent speakers. Entertainment: "March of Communications."

FRIDAY, OCT. 11

All day exhibits in the Jade, Basildon and Astor Galleries

9 a.m.—Registration of Guests. East Foyer.

10 a.m.—General Session: Main ballroom. Ralph B. Austrian, General Conference Chairman, presiding.

"Television, A New Public Service"—Ernest H. Vogel, vice president in charge of sales, Farnsworth Television & Radio Corp.

"Selling Television"—Leonard F. Cramer, executive vice president in charge of television broadcasting, Allen B. Du Mont Labs. Inc.

"Television Networks"—L. G. Woodford, general manager, long lines department, American Telephone & Telegraph Co.

11:15 a.m.—Television Commercials Panel: Main Ballroom. Dr. Allen B. Du Mont, president, Allen B. Du Mont Labs., moderator.

What an Advertiser Wants From Television Commercials—R. M. Gray, Standard Oil Co. of New Jersey.

Live Talent vs. Film Commercials Charles Durban, U. S. Rubber Co. A Showman Looks at Television—Terry Ramsaye, Motion Picture Herald.

12:45 p.m.—Luncheon: Main Ballroom. Program of Entertainment arranged by William Morris of William Morris Agency.

2:45 p.m.—Panel Meetings (Fourth Floor: Pillement Suite, Rooms J-K-L-M-N-P) "Preparing a Television Commercial," Reynold R. Kraft, sales manager, NBC Television Dept., moderator.

The Film Approach to Preparing a Television Commercial—John Allen, Marschalk & Pratt.

The Live Talent Approach to Building a Television Commercial—K. A. L. Foster, William Esty & Co.

Experimenting With Television Commercials — Edward Franklin, Newell-Emmett Co.

Success With Television Commercials in Chicago—A. D. Rodner Jr., Commonwealth Edison Co.

Six Years Experience With One Client's Commercials—Don McClure, N. W. Ayer & Son.

A Department Store Gets Results From Television Advertising—David Arons, Gimbel's, Philadelphia.

"Present Status of Television Station Operations," Dr. O. H. Caldwell, Caldwell-Clements Publishing Co., moderator.

Discussion by: Noran E. Kersta, WNBT, NBC. G. Emerson Markham, WRGB, GE. Samuel H. Cuff, WABD, Du Mont. Klaus Landsberg, W6XYZ, Television Productions, Inc. Harry Lubcke, W6XAO. Don Lee Television; W. C. Eddy, WBKB, Balaban & Katz. Roland Tooke, WPTZ, Philco. Paul Mowrey, ABC.

"Talent Looks at Television," Selma Lee, William Morris Agency, moderator. Participants: Paul Douglas, actor; Pauline Koner, dancer. Norman Cordon, vocalist. Hope and Maury Bunin, puppets. John Reed King, master of ceremonies. Ireene Wicker, children's show.

"Television Receiver Servicing," Lewis Winner, Editorial Director, Bryan Davis Publishing Co., moderator.

Television Servicing Programs: W. L. Parkinson, supervising, technical service section, General Electric Co.

Ken Kenyon, manager, radar and television service, Philco Corp.

Ernest A. Marx, general manager, television division, Allen B. Du Mont Labs.

W. J. Zaun, manager, radio and television service, RCA Service Co. Panel discussion: Lewis W. Clement, vice president in charge of engineering, Crosley Corp.; Harold A. Newell, service manager, Crosley.

"The Service Man and Television Servicing and Maintenance."

John F. Rider, publisher and writer of service books. William M. Jones, Amie Assoc. George Duval, Television Technicians.

Television Antennas and Installation and Servicing.

Madison Cawein, Farnsworth Television & Radio Corp. Heinz Kallmann, Telicon Corp.

Training Schools and Television. Albert Preisman, vice president in charge of engineering, Capitol Radio Engineering Institute.

5:00 to 11 p.m.—Exhibits in Jade, Basildon and Astor Galleries.

Sarnoff at Princeton

BRIG. GEN. DAVID SARNOFF, president of RCA, last week addressed the Princeton U. Conference on Engineering and Human Affairs. General Sarnoff reiterated his proposal to the United Nations to establish an independent international broadcasting system to be known as "The Voice of the UN," and spoke of the importance of maintaining freedom to listen as a basic right of the world's people. (See earlier story, page 74.)

Salzman Switches

HAL A. SALZMAN, former head of Hal A. Salzman Adv., New York, Nov. 1 joins Small & Seiffer, New York, as executive vice president. The Salzman organization will be continued as a publicity and public relations organization while all advertising interests will be handled by Small & Seiffer.

Drawn for BROADCASTING by Sid Hix

"He's trying to devise combination color and black and white television."

Renews Tele Contract

GENERAL ELECTRIC Co., Schenectady, N. Y., Oct. 1 for 13 weeks renewed its contract with the Television Workshop of New York for 13 half-hour weekly programs to be presented between Oct. 1 and Dec. 31, 1946, on behalf of WRGB, GE television station in Schenectady. Schedule consists of dramatic series, dance series, variety series and children's program series, with latter directed by Dorothy McFadden, president of Junior Programs Inc., and producer of children's programs at WNBT New York, NBC television station.

Miller Bar Speech

JUSTIN MILLER, NAB president, will address the 13th Junior Bar Conference of the American Bar Assn., meeting Oct. 29 at Atlantic City. Topic: "Lawyers and Broadcasting in Public Interest."

OFFICERS AND DIRECTORS of ANA caught by cameraman at convention (see separate story) last week were (l to r): Edward T. Batchelder, secretary; D. H. Odell, director; Marshall Adams, director; W. B. Potter, director; Albert Brown, director; Paul S. Ellison, director; Robert B. Brown, vice chairman; T. H. Young, chairman; Paul B. West, president; Dan B. Stetler, director; Val Schmitz, director; Frank Ennis, director; H. M. Shackelford, director; Hugh Hitchcock, director; Eric Haase, assistant to president. Not in photo, Wiliiam C. Connolly, vice chairman.

Movie Depicts BMB's Role to ANA

Methods of Using Reports Shown Advertisers

A 17-MINUTE technicolor sound motion picture dramatically explaining the way in which the three BMB reports can be used by advertisers and agencies in the solution of their day-to-day radio problems was given its premiere showing Wednesday morning at the 37th annual meeting of the Assn. of National Advertisers, held Sept. 29-Oct. 2 at the Hotel Traymore, Atlantic City.

Film was shown during a session on the general theme, "What You Get for Your Advertising Dollar," which in addition to the BMB presentation on this new type of radio research included reports on recent fact-finding activities in the fields of transportation, outdoor, newspaper and magazine advertising.

Produced by Harold Young under the supervision of J. Walter Thompson Co., the movie portrayed an advertising conference at which specific problems of reaching listeners in a certain market most effectively and economically are solved through reference to the three BMB reports—station, area and network. In essence a motion picture version of the clinics conducted by BMB in New York and Chicago to explain the uses of its data to sellers and buyers of radio time, the film is designed as a spring-board for discussion. It concludes with one member of the conference turning to face the audience and, as the camera moves in for a closeup, saying, "I have one more question. Shouldn't we ask the people out there if they have some questions?"

Both the film and BMB President Hugh Feltis in his introductory remarks stressed the point that BMB is not the answer to all radio problems, not even to all time-buying problems, but that it does supply new and standard data on which to base the two most important factors in any problem's solution, experience and judgment. Mr. Feltis said that prints of the film for use at local meetings may be obtained from BMB, NAB, ANA or AAAA.

BMB station audience reports are already in the mail, Mr. Feltis said, with the area report expected to be ready for publication in late November and the network report about 30 days after that.

Introducing Mr. Feltis to the gathering of some 500 advertiser, agency and media representatives, D. B. Stetler, advertising manager of Standard Brands and chairman of the ANA Radio Committee, stated that he had been greatly impressed with BMB's "clinical attitude" toward its own work.

Three Virtues

"The BMB researchers," he said, "know that they have something important in this first uniform measurement of station and network audiences. However, they are by no means entirely satisfied with it. But, whatever its shortcomings, it has the important virtues of comparability, uniformity and, perhaps most important of all, the virtue of being an actual measurement, something that can be analyzed and studied and improved upon as BMB has every intention of doing.

"But while it is right and fitting that the researchers should probe for possible weaknesses and points that can be improved, we as advertisers are more concerned with employing the measurement to help us use radio advertising more effectively and efficiently.

"One of the chief reasons why 706 stations, the four major networks and a number of regional networks financed BMB's first survey of station and network audiences to the tune of almost one and a quarter million dollars is because we advertisers and our advertising agencies have long urged the broadcasters to supply us with a uniform, comparable measurement of their audiences. Now that the measurement is about to be made available for our use, by all means let's use it.

"I know that the agencies, which serve as liaison between us advertisers and the broadcasters, plan to use BMB extensively. Although we advertisers do not have the same direct contact with broadcasters as do the agencies, I hope we, too, will lend BMB the support it deserves. Such support, together with our conservative criticism will serve as the greatest possible incentive for the improvement of the measurement."

Aside from the Wednesday morning media session and the AAAA one the previous afternoon, the convention meetings were largely concerned with the responsibilities of advertising to keep the people

(*Continued on page 106*)

U. S. Says Petrillo Broke Four Laws

Brief Charges Other Violations Than Lea Act

JAMES CAESAR PETRILLO violated not only the Lea Act but the Sherman Anti-Trust, Norris-LaGuardia and Clayton Acts as well when he called a strike against WAAF Chicago last May 28, the Government contended in a brief filed Monday in U. S. District Court, Chicago.

Oral argument in the Government's criminal charges against the music czar is expected to be set for next week—possibly about Oct. 15—by U. S. District Judge Walter Labuy.

J. Albert Woll, U. S. District Attorney for the Northern District of Illinois, performed his last official act in connection with the Petrillo case when he filed the Government's reply brief Monday to Mr. Petrillo's earlier brief. Mr. Woll, son of Matthew Woll, second vice president of the American Federation of Labor, with which Mr. Petrillo's American Federation of Musicians is affiliated, withdrew as prosecutor [BROADCASTING, Sept. 30].

Pratt, Stern Named

The brief was signed by Theron Lamar Caudle, Assistant Attorney General in charge of the Criminal Division; John S. Pratt and Robert L. Stern, special assistants to the Attorney General (who will represent the Government henceforth in the case); Andrew F. Oehmann and Irvin Goldstein, attorneys, Dept. of Justice. The Government asks denial of a Petrillo motion to dismiss.

Last Monday's filing was the last step by the Government short of a Supreme Court decision on constitutionality of the Lea Act. Mr. Petrillo had filed motion to dismiss a criminal complaint against him, contending that the Lea Act is unconstitutional and that he had a legal right to call a strike against WAAF Chicago last May 28 because the station refused to employ three extra AFM members as librarians.

WHEN James Caesar Petrillo called a strike against WAAF Chicago last May 28 to enforce his demands that the station hire three members of the AFM, although not needed, he violated not only the Lea Act (on which he is specifically charged) but three other labor laws, the Dept. of Justice contended in a brief filed last Monday asking denial of the music czar's motion to dismiss. Government also denied Petrillo's allegations that the Lea Act is unconstitutional.

In its brief the Government said the Lea Act is "nothing more than a specific application of a long-established Congressional policy against monopoly and restraint of trade." The brief defended the Government's right to protect the radio industry against coercion by an alleged monopoly such as the AFM. It also contended that the Govern-

(*Continued on page 108*)

Bristol-Myers Puts Blue Chips on TV

Advertiser Is Convinced That Medium Offers Untold Possibilities

By JOSEPH M. ALLEN
Vice President in Charge of Advertising,
Bristol-Myers Company

TWENTY-ONE years ago radio advertising was just starting to become important as an advertising medium. And 21 years ago Bristol-Myers Company sponsored its first radio program on a three-station network.

Today, in my opinion, television is potentially in much the same position as radio was in 1924 so far as its importance to the advertiser is concerned. We at Bristol-Myers have confidence in television. We agree that what there is now to *see* on the air, leaves much to be desired. But better television programs will develop and evolve as more people concern themselves with the problem and as more television sets are made available for purchase by the public.

We are backing up our confidence in television in becoming one of its first sponsors. Each week three television programs are broadcast to the New York area under Bristol-Myers sponsorship. On NBC's station, WNBT, *Geographically Speaking* is telecast at 8:15 p.m. each Sunday. It is sponsored by Trushay and Minit-Rub. On WCBW, television station of CBS, Ipana Tooth Paste sponsors *Shorty*, a story-cartoon series told and drawn by Cartoonist Syd Hoff, at 8:30 p.m. each Sunday. And this is followed at 8:45 by *The Vitalis Sports Almanac*, featuring Bob Edge as sportsman-commentator.

Cost 'Sizeable Amount'

While none of these programs is costly as judged by current radio time-and-talent costs, the three shows do call for the spending of a sizeable amount of money over a year's time. I have no illusions about such an expenditure being justified by the immediate *advertising* results achieved. But I do believe an advertiser who is able to do so can make an investment in television today that may very well pay important dividends a few years from now.

We all know the old Chinese proverb: "One picture is worth 10,000 words." We know that words *plus* pictures are more effective in printed advertising than words alone. We know the amazing job that words alone have done in selling a great variety of products via radio. Isn't it easy to see that the words-plus-pictures medium television will be even more effective than radio?

All right then. Let's acknowledge the potential advertising value of television.

We know it was advertising money, blood, sweat and tears that built the highly successful radio programs—that made radio an important mass advertising medium. Because more and more good sponsored entertainment was put on the air, more and more people bought radio sets. I believe that as more and more good television entertainment becomes available, more and more people will buy television sets. The sooner this becomes true, the quicker we will have television as an important mass advertising medium — the quicker we will be able to reap rewards from added sales via television.

I am convinced that color adds very greatly to the enjoyment of a televised picture. And so does a large picture size. But when we will have color, and when we will have television sets that show a large size picture—sold at a reasonable cost, are two questions that do not concern me today. Both are coming, eventually, because the public wants them. I hope they will be here soon, together with other technical advances.

I don't believe an advertiser should wait for color or other changes and improvements in the equipment for broadcasting and receiving television entertainment any more than we waited for the improvement and simplification of radio sets. I know the Ipana package, for example, will doubtless register better in the televiewer's mind when shown in brilliant red and yellow and black than it does in black and white on our present television show. On the other hand, we advertise Ipana in black and white in our printed advertising with excellent results indeed.

Color, when it is ready for commercial telecasting, will be a very important *plus*. But it is no more *essential* to television entertainment than it is to motion pictures. Good entertainment can be aided by color; can be made more enjoyable. But color does not guarantee good entertainment.

The one thing television needs most today is programs—more programs and better programs. And that's the job of those who are in position to enjoy the greatest benefits from television—the advertisers. The individual stations

(*Continued on page 88*)

THE VICE PRESIDENT of Bristol-Myers Co. in charge of advertising, **Joseph M. Allen**, has been with the firm since 1917. He started in sales promotion under the company's president, Henry F. Bristol. In 1924 he became assistant to Lee H. Bristol, executive vice president, and when Bristol-Myers first went on the air in April 1927 Mr. Allen was placed in charge of radio advertising. Active in advertising circles he has been a member of the radio committee of the Association of National Advertisers and on the board of directors of BMB.

Mr. Allen

They Like Video But Look to Future

By DONALD HORTON
CBS Television Audience
Research Institute

MAIN source of information on television audience habits is the New York audience. What's to come in the visual medium depends to some extent on lessons learned by analyzing this audience. The author has been dissecting this audience and its habits for some time. He tells here what he has learned.

BY THE end of 1941, when the advent of war stopped the further manufacture of television receivers, the present television audience had taken shape; approximately 68% of today's set-owners had purchased their sets by that time. During the war years there was a considerable exchange of second-hand receivers, but until very recently no increase in the total number of receivers in New York homes.

For better or worse, the current audience has been the constant and sole standard by which the New York television broadcaster could judge the performance of television in the home. It is also the base-line audience against which future trends in audience development will be measured.

Mr. HORTON

Audience Studied

In the course of our continuing studies of the television audience, we have obtained a fairly comprehensive picture of its composition, viewing habits and attitudes, by which its value as a standard and base-line may be judged. Most of the following information was obtained in personal interviews with 517 television families in New York City early this year, just before the recent channel changes.*

HOW MANY?—So few television receivers now exist that it is impossible to measure the size of the audience by sampling methods. Block sampling, for instance, or random phone calls might not reveal a single set. Only actual lists of names and addresses, obtained from dealers and repairmen, station fan mail, and the records of manufacturers, can give an indication of the number of sets in the area.

Such lists are untrustworthy because there is no way of knowing how complete they are, and they inevitably include the names of former owners, people who view on other people's sets, the merely curious, and so on. However, by checking on a large sample of a reasonably complete list and determining the percentage of actual set-owners it contained, the CBS Television Audience Research Institute is able to confirm the frequently voiced estimate of approximately 5,000 receivers in the New York area, of which some 4,400 are in private homes.

In Upper Brackets

We have also determined that some 87% of these were in working condition prior to the channel changes—from which an actual home audience of 3,800 families may be projected. Figures on family composition obtained in the survey indicate at least 10,000 adults and 3,000 children (exclusive of guest viewers). To this may be added a large circulating population of guest viewers.

WHO ARE THEY?—Today's set-owners, by and large, tend to be

(*Continued on page 82*)

* It is estimated that the New York City audience accounts for approximately two-thirds of the television receivers in private homes within the coverage area of the three New York stations.

ABC Learns Television Hard Way; Uses Rented Facilities

Tie-Ups With Various Other Video Outlets Gives Network First-Hand Programming Experience

By PAUL MOWREY
ABC NATIONAL DIRECTOR OF TELEVISION

DID YOU ever grab the hair on the top of your head and pull, hard enough to lift your feet off the ground? It's not easy, but it can be done. At least it can be done in television. We know because we did it. We've produced 275 different television programs, at present are averaging six to eight hours a week on the air, and have established the closest thing to a television network now operating—all without operating a single station of our own.

Our first show was produced over station WRGB in Schenectady in February 1945. A few days later we went on the air over WABD in New York. Last June we started using the facilities of WPTZ in Philadelphia and WTTG in Washington, D. C. And a few weeks ago we moved into station WBKB, in Chicago.

We didn't go knocking on the doors of other people's studios because we thought it was better to rent facilities than to build our own. We had no choice. The American Broadcasting Company was born during the war. We wanted to be part of television, to experiment with programs, develop and train video personnel, and to be the leader in this new medium. There was no other way than the way we chose.

Ideas Limited

Operating as we have without a home of our own has had both advantages and disadvantages. Our directors, moving about from studio to studio, have never had the chance to develop the close quick understanding with a studio crew which comes from constantly working together and which helps so much to make smooth, finished productions. We have always worked under the handicap of being an "outsider."

Also, when our production people get an idea by the tail, they have to work it out on paper instead of with props, sets and cameras. This has inhibited, somewhat, our experiments with new program types. A third disadvantage, the studio personnel we work with makes no special effort to do a good job for us; at least they

(*Continued on page 34*)

WITH no television station of its own, American Broadcasting Co. set out on the formidable task of not only learning television, but becoming the leader in it. Here Paul Mowrey, ABC's national director of television, tells some of the headaches and, along with them, some of the valuable experiences which the energetic young network has gained.

TELEVISION show FIT FOR A KING *presented over WABD-DuMont in New York on June 18 is one of the many telecasts provided by ABC in various studios. This was an experimental for General Motors (Chevrolet Division).*

Agency Art Men See New Video Role

BY AND LARGE, the advertising agency director has been able to sit radio out. While other members of the agency were learning how to write copy for the ear instead of the eye, how to buy time as well as space, how to deal with actors and talent agents, how to operate a stopwatch and all the other new techniques accompanying the advent of this new advertising medium, the art director paid little heed. His job continued much as before; his problems were those of pictures, layout and type.

Television is certainly going to change all that. For television is pictures — black-and-white now, probably color later—and where pictures are concerned the art director is too.

To afford a preview of the impact of sight-and-sound broadcasting on the agency art department, BROADCASTING asked several art directors to consider the problem, to set out the results of their thinking in a few well chosen words. Here are their thoughts:

Arthur Hawkins

First to mount this forum platform is Arthur Hawkins Jr. of Alley & Richards Co. Mr. Hawkins has as yet had no personal professional contact with television but as an occasional viewer he has expressed keen interest in this coming field. As president of the Art Directors Club of New York during 1945-46, Mr. Hawkins invited television executives to outline their needs to the club's members, inaugurated a system of associate memberships designed to keep the club abreast of developments in this and other allied fields. Mr. Hawkins:

"As of September 1946 the average advertising agency hasn't yet felt the real effects of television. But, as soon as the flow of sets from factory to home produces a buying audience of reasonable proportions, plan boards everywhere will begin laying out programs for selling their clients' wares this new way.

"As in the case of other visual media, a key man in this new endeavor will doubtless be the agency art director who has had the job for years of interpreting the advertiser's problem in terms of pictures—by whatever medium is demanded.

"Regardless of what this man's position may be in relation to the entertainment portion of television (if, indeed, he is called upon at all), it seems assured that he will serve a major role when the advertising commercials are presented.

"Once again it will be the art director's responsibility to present the client's product as prominently, as correctly and as tastefully as possible. To accomplish this end it will be necessary for him to lend a hand in the selection of models or actors—and check their costumes; it will be an important part of his job to design or arrange the set, backdrop and props. He will have to work closely with technicians to produce the action, the lighting, the closeups that will present the product at its best and at the same time insure quick package or label identification.

Same Fundamentals

"Actually, though the form of expression may be new and technical details different, pictures telecast through the air waves will require very much the same sort of art direction as pictures printed in magazines or newspapers, on posters or point-of-purchase displays. The agency art director has successfully met challenges in the past. Experiences gained from these past performances and experiences in the selection and posing of models, creation of backgrounds, setting of moods and dramatization of the product—should help immeasurably in meeting this latest, and in all probability, toughest assignment.

"Appetite appeal, glamour, human interest, style and humor have always been vital ingredients of good advertising regardless of medium. And because there is a little of the stage designer in every art director, he has always had a flair for the dramatic presentation of these ingredients."

Young & Rubicam

Next, Walter K. Nield of Young & Rubicam reports on a specific video problem that was assigned to the Y & R art department and the way in which it was handled. Mr. Nield:

"In January 1946 we put on our first television show, *Fashions Coming and Becoming* (a fifteen minute fashion show every other week) with Betty Furness—for Cluett Peabody's Sanforizing over Du Mont's WABD New York.

"We were to handle all phases of production including writing, casting, directing, set designing, set dressing, costumes, commercial devicing, motion pictures and mechanical effects.

"The Art Department was called upon to assign someone to the designing job. No Art Department member had any previous television experience.

"We were, therefore, forced to a decision. Either we could hire a specialized designer or assign a member of our own staff. We chose the latter course and assigned Carl Harris, an art director with no television or stage experience, the task of learning for *ourselves* what art demands the new medium made on an agency art director. Our stylist too was called upon for assistance.

Animated Film

"After first acquainting himself with television equipment and television studio operation, here are some of the new problems our art director faced.

"Our first show was to have an animated film opening. The art director, therefore, had to work with

(*Continued on page 84*)

ADVERTISING AGENCY art directors, whose work has hitherto been confined largely to printed media, will be called on to play an integral role in television. They may design sets, arrange backdrops, lighting and framing of pictures. What some art directors are doing to prepare for this is described in this symposium.

Television Can Really Get to Work

Field Programs Still Lead in Capturing Public Eye

By BURKE CROTTY

TEEING OFF with the Louis-Conn bout which in all probability has done more to stimulate interest than any single event to date and following up with the marketing of the first postwar receivers, television interest can at last begin to see the light and look hopefully to the future.

After so many years of striving desperately to keep interest alive and the spark glowing, this brings with it an impulse to emit a tremendous sigh, but fortunately those who have labored so long for this day are ready to greet it with the attitude that now they can really get to work.

Balanced Programs

In the few years of television already past certainly little more can have been asked of those in the television broadcasting field. Studio, field and film branches have all contributed to the overall programming to date and as in the early days of radio the field programs were the ones which appeared quickest to catch the eye and demand the public attention. This was a natural development and one that will continue at least through the next year or two. Probably in the long run, with many more hours of program time daily, this will begin to level off to a stable balance between studio, field and film programs.

Each year, since the birth of television service in 1939, has seen some development which has helped bring the industry to its present state—commercially acceptable and artistically mature. While these developments have occurred in every branch again we turn to field equipment and field programs for the biggest surprises.

Since NBC's two huge original television pick-up units rolled up to the World's Fair in '39 remarkable strides have been made in pick-up equipment. NBC, quick to realize the weakness of the iconoscope cameras for outside work, brought the first orthicon into general use over five years ago and, still dissatisfied, began immediately with RCA engineers to find a still more sensitive, compact and flexible camera unit.

This work, stimulated by the war, finally resulted in the sensational image orthicon which set the television world agog with its performance on the Louis-Conn championship bout in June. In a few weeks, similar units will be in the hands of other broadcasters and a marked improvement in their field pickups will naturally result as it has in our work at NBC.

MR. CROTTY

The image orthicon produces a satisfactory picture under such low lighting conditions that we have already telecast things heretofore considered impossible. The four-lens turret mounted on each camera has revolutionized much of our technique permitting as it does lens changes faster than ever before in any type of picture business.

The control equipment has been reduced in size to a mere fraction of that in use seven years ago, the size of the camera cable alone being cut in half. Such radical changes are bound eventually to revolutionize field programming. Since these new cameras have been in use television pickups are permitted in many places where we were refused admittance in the past due to the necessity then of cumbersome lighting arrangements.

The similar size of the equipment permits much more rapid setup and breakdown, allowing us to broadcast a considerably greater number of programs than in the past. In fact, in many weeks using one set of equipment we have been able to broadcast as many as six or seven programs. In being honest about this performance we must perforce credit the telephone company with an assist, for without their lines to St. Nicholas Arena, Madison Square Garden, and so forth we would not have been able to accomplish so much.

In looking back over the past seven years, we can surely be said to have majored in sports. The same will be true of any broadcasting company's television field unit, but none will ever be able to approach even remotely NBC's remarkable list of "firsts." However, in accomplishing our nearly 800 field programs we have also made a great number of news and human interest telecasts far removed from any sports angle; New York, Philadelphia, Schenectady, and Washington viewers have sat bound to their sets by the hour watching NBC telecasts of such things as a New York election, addresses by President Truman, V-E and V-J Day crowds in Times Square, the victory parade of the 82nd Airborne Division and many other timely news programs. With a second set of image orthicon equipment we plan to take our audience to an even greater variety of places than in the past.

A. BURKE CROTTY entered television in 1939 after nine years with NBC's press department as assistant photo editor and photo editor. Appointed special events producer for NBC television, Mr. Crotty was responsible for the operation of the mobile unit trucks and supervised the production of many of television's early sports pickups. On his return from Army service, he was named director of field programs for NBC television, and has supervised among others such outstanding video events as last fall's Army-Navy football game and the Louis-Conn championship prizefight.

Ready to Go

So far we have followed a "first things first" policy in field programming. With limited air time we have brought our audience the things they appeared most anxious to see and we have given them as much as humanly possible under the conditions. This we will by all means continue to do but now that parts and equipment are available, now that we can hope for addi-

(*Continued on page 110*)

Miller Warns of Government Control

NAB President Tells Legion Freedom Is at Stake

"STIGMATIC perverts" and other enemies of democracy must not be permitted to insinuate Government control of what people read or hear into the American way of life, Justin Miller, NAB president, told the national convention of the American Legion last Wednesday at San Francisco.

Warning that a group of people in this country is just as anxious to take over free institutions as Hitler was to take them over in Germany, he resumed the campaign started a fortnight ago in New York when he told the Rotary Club of that city of this danger to American freedom. He identified the group as the Communist Party.

Mr. Miller recalled to Legionnaires the revolt of pioneer Americans against "administrative overreaching and arrogance" in colonial days, culminating in the Constitution's protection of free speech. Broadcasting today is recapitulating the fight for freedom which man and press fought out a century-and-a-half ago, he said, adding that "the same guileful arguments are heard today; to divide us and gain again Government controls of the media of free communication. Do not let anyone deceive you into believing that the problem is a different one, for radio broadcasting than it was for the press."

Confronted by representatives of the most powerful veterans organization, President Miller lashed at those who would take away basic freedoms.

Freedom at Stake

"Once concede to Government, power to tell our people what they may read or hear—on the theory of good or bad taste—and we have conceded power to tell us what our political beliefs must be; what our religious beliefs must be and whom we shall call 'Der Fuehrer'," he said.

"That is not in the way of American life. That is what you men of the Legion fought to prevent, to eliminate. It is inconceivable that you will permit it to be insinuated into our way of life, by guileful men looking for power, or by the ignorant, the shortsighted, the stigmatic perverts of society.

"Instead it is your right to insist that this great invention (broadcasting) shall be kept free and untrammeled; to serve us in our achievements of peace as it served us in the achievements of war. Let the world know that in this respect, as in others, the United States is a great oasis of individual liberty, of free enterprise, of self-government; that we are not yet ready to trade freedom for fancied security; that we are willing to surrender freedom to Government only when it will give us greater freedom in return.

"I am sure that I speak for the broadcasters of America when I pledge to you full cooperation in all honest efforts to secure and maintain the freedoms for which you fought; the American way of life; the sacred heritage which has come down to us from the many generations of free men who fought for liberty in the years gone by."

Radio Press Freedom

Actually the Constitution gives more power to control the press than it does broadcasting, Mr. Miller said, "because both the commerce clause and the post office clause apply to the press, while only the former applies to broadcasting. Make no mistake, that the concession of power to Government to control broadcasting will be followed by a demand for Government control of the press, of motion pictures and of other media as well."

He recalled the Supreme Court decision in the *Esquire* case, in

(*Continued on page 109*)

Milked

Being a city fellow, we've only heard there is a trick to milking a cow. And especially that peculiar movement of the hands at the last of the milking which gets the bag dry.

But that picture is in this ad for one reason: we just want to point out that there is no trick or mystery about buying radio time in the country's 6th largest city.

If you want to get the last sales drop out of this market at the lowest cost, put W-I-T-H on that radio list.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town. Facts are available . . . proof positive!

W·I·T·H

and the F M Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

TELEVISION in BUSINESS: STATIONS AND SPONSORS

HERE is a summary of vital facts about television stations now on the air and selling time. Condensed to a few paragraphs and tables, the information includes studio and broadcast facilities of each station, names of its key personnel, names of its current commercial programs with sponsors and agencies, and its rate schedule. Stations are: WABD, WNBT, WCBW New York, WRGB Schenectady, WPTZ Philadelphia, WBKB Chicago, and W6XYZ and W6XAO Hollywood.

WABD NEW YORK

Owned and operated by Allen B. Du Mont Labs. Channel 5, 76-82 mc. Offices, transmitter and one studio at 515 Madison Ave.; three studios (two currently available) at John Wanamaker Store, 9th St. at Broadway. *Personnel:* Leonard F. Cramer, executive vice president; Samuel H. Cuff, general manager; Robert F. Jamieson, assistant general manager; Salvatore Patremio, chief engineer; Louis A. Sposa, program operations manager; Bob Emery, sustaining programs manager; John B. Murphy, remote operations manager. Staff totals 77.

Facilities: Studio D at 515 Madison: 1100 sq. ft. with audience capacity of 75. Equipped with two iconoscope cameras, both dolly mounted. Studio C at Wanamakers: 860 sq. ft., used for interviews and other small-cast programs, equipped with two dolly-mounted iconoscope cameras. Studio A at Wanamakers: 3300 sq. ft., 55 ft. ceiling, audience capacity 550. Equipped with four iconoscope cameras, one with boom dolly, the others with regular dolly mounts. Film studio, equipped with two 35 mm and one 16 mm film projectors, one baloptican for still pictures and slides, one baloptican with news ticker attachment, one special test pattern and clock projector. Film studio has two iconoscope cameras. Remote equipment includes one single image orthicon chain and one double image orthicon chain.

Charges: WABD has waived its air time rates of $180 a half-hour for the time being in view of the present limited circulation of video programs, and charges only for rehearsal time at the rate of $65 an hour for Studio A, $40 for Studio C, $50 for Studio D. Art work on scenery and flats is charged at $5 an hour, construction work at $3, rental of flats at $1. Remote fees on request. These rehearsal charges represent actual operating costs and are not commissionable. *Operating Schedule:* About 15 hours a week, depending on remotes.

WABD Current Commercial Schedule:

Advertiser	Program	Agency
Ford Motor Co.	Professional football games	J. Walter Thompson Co.
U. S. Rubber Co.	*Serving Through Science*	Campbell-Ewald Co.
Alexander Smith & Sons Carpet Co.	*Magic Carpet*	Anderson, Davis & Platte
John Wanamaker	Series of programs with each devoted to a product sold in store, program prepared by manufacturer of product	.....
Caples Co.	Programs for various clients	.....
American Broadcasting Co.	Two half-hours a week devoted to various programs, some for ABC clients	.....
Longines-Wittnauer Watch Co.	Time signals	Arthur Rosenberg Co.
Waltham Watch Co.	Time signals	N. W. Ayer & Son
Elgin National Watch Co.	Time signals	J. Walter Thompson Co.
Botany Worsted Mills	Weather forecasts	Alfred Silberstein, Bert Goldsmith Inc.

* * *

WCBW NEW YORK

Owned and operated by CBS. Channel 2, 54-60 mc. (Call to be changed Nov. 1 to WCBS-TV). Studio and offices: 15 Vanderbilt Ave., across street from Chrysler Tower where transmitter is located. *Personnel:* Lawrence W. Lowman, vice president in charge of television; Worthington C. Miner, manager, television department; George Moskovics, commercial manager; Ben Feiner Jr., director of programs. Staff totals 110.

Facilities: Studio comprises three stages; one 15 x 20 ft., used mostly for *CBS Television News;* others, each 20 x 30 ft., accommodate all other studio shows. Two cameras, a dolly and a pedestal, on studio floor; third camera in projection room, also a baloptican for projecting slides and pictures. Complete mobile unit, with two image orthicon cameras, available for remote pickups.

Charges: No charge is made for air time as such, on premise that there are not enough sets in use today on which to project an intelligent rating of television's real commercial value. For use of studio for both broadcasts and rehearsals (rehearsal-to-broadcast time ratio is normally 12 to 1), charges are:

Up to 15 mins.	$60.00
15 to 30 mins.	90.00
30 to 60 mins.	150.00
Additional quarter-hours, each	37.50

Film rates are same as any other studio use. Sound film normally requires one practice run-through, so total time would be twice film's running time. Time signals or weather reports (20-second duration) complete on sound film, $30 per broadcast. Remote costs dependent on location, whether relayed over line or radio link, clearance, etc. Charges for complete programs or components, such as sets, props, costumes, talent, etc., on request. Charges for film shooting, editing, processing, etc. also on request.

Operating Schedule: Currently 6-10 hours a week, depending on number of remote pickups.

WCBW Current Commercial Schedule:

Advertiser	Program	Agency
Ford Motor Co.	Football and other sports	J. Walter Thompson Co.
Gulf Oil Corp.	*CBS Television News*	Young & Rubicam
Bristol-Myers Co. (Ipana)	Syd Hoff cartoon feature	Doherty, Clifford & Shenfield
Bristol-Myers Co. (Vitalis)	*Bob Edge's Sports Almanac*	Doherty, Clifford & Shenfield
Borden Co., Reid's Ice Cream	Weather reports	Doherty, Clifford & Shenfield
Bulova Watch Co.	Time signals	Biow Co.
Elgin Watch Co.	Time signals	J. Walter Thompson Co.
Gruen Watch Co.	Time signals	McCann-Erickson

WNBT NEW YORK

Owned and operated by NBC. Channel 4, 66-72 mc. Studio and offices: RCA Bldg. Transmitter: Empire State Bldg. *Personnel:* John F. Royal, vice president in charge of television; Noran E. Kersta, manager, television department; Warren Wade, executive producer; Reynold R. Kraft, sales manager; John T. Williams, business manager. Staff totals 160.

Facilities: Studio 3H, 30 x 50 ft. with an 18 ft. ceiling. Equipped with three iconoscope cameras, one mounted on a dolly. Film studio equipped with two iconoscope cameras, two 35mm projectors, one 16mm projector, equipment for projecting slides. Mobile pickup equipment includes a complete two-camera set of image orthicons, microwave relay link and short-wave relay link.

Charges: Transmitter: 10 mins. $75; 11 mins. to 1 hr. $100.

Program Facilities	1 hr.	½ hr.	¼ hr.	10 min.
Studio 3H	$750	$500	$300	$250
Film Studio	250	200	150	125

Field Pickups: Charges on request. Rehearsal time will be allotted without charge, as follows:

Broadcast Time	Rehearsal Time Studio 3H	Film Studio
1 hr.	5 hrs.	3 hrs.
½ hr.	3 hrs.	2 hrs.
¼ hr.	2 hrs.	1 hr.
10 min.	1½ hrs.	40 min.

Excess rehearsal time: Studio 3H, $150 an hour; Film studio, $50 an hour. Programs not requiring full allotted rehearsal time (audience participation shows, etc.) shall be charged at rate of $150 an hour for total time used, preparatory and actual broadcast. For use of film studio in connection

(*Continued on page 104*)

WNBT Current Commercial Schedule:

Advertiser	Program	Agency
Esso Marketers	News films	Marschalk & Pratt
Firestone Tire & Rubber Co.	Educational films	Sweeney & James
Gillette Safety Razor Co.	Boxing bouts	Maxon Inc.
Standard Brands	Variety shows	J. Walter Thompson Co.
Borden Co.	Food programs	Young & Rubicam
RCA Victor Division of RCA	Travel films	Direct
Bristol-Myers Co.	Travelogs — live and film	Young & Rubicam
U. S. Rubber Co.	Football discussions	Campbell-Ewald Co.
Goodyear Tire & Rubber Co.	Army football games	N. W. Ayer & Son
Elgin National Watch Co.	Time signals	J. Walter Thompson Co.
Bulova Watch Co.	Time signals	Biow Co.
Waltham Watch Co.	Time signals	N. W. Ayer & Son
Botany Worsted Mills	Weather forecasts	Alfred Silberstein, Bert Goldsmith Inc.

"We always do our level best, but if THEY hold their noses, we just start over!"

KLZ, DENVER • 560 KC • CBS AFFILIATE

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTATIVE: THE KATZ AGENCY

SPEAKING OF MAJOR MARKETS
Is Cleveland a major market? Sure! 368,200 families earn $1,777,209,000 a year and spend $910,253,000 in retail sales.
Is Detroit a major market? Sure! 734,100 families earn $3,175,199,000 a year and spend $1,834,878,000 in retail sales.
Is St. Louis a major market? Sure! 453,200 families earn $1,730,046,000 a year and spend $764,972,000 a year in retail sales.
Is WNAX a major market? I'll say it is! 2,022,700 families earn $6,763,960,000 a year and spend $4,143,796,000 in retail sales. More than these other three markets combined. WNAX delivers this market . . . 1946 Diary Survey proves it. Ask Katz.
570
on the dial
WNAX
A Cowles Station
SIOUX CITY · YANKTON
Affiliated with the American Broadcasting Co. WNAX is available with KRNT and WMT as the Mid-States Group. Ask the Katz Agency for Rates.

U.S. Rubber Learns How to Use Video

Film for Telecast To Highlight Promotion

By C. J. DURBAN
Assistant Director of Advertising
United States Rubber Co.

WHEN I sat down to write this article, I found there were so many themes which could form a basis for discussion that it was rather difficult to choose one. The analysis of television as an advertising medium, for instance, is tempting. There doesn't seem to be much material of that kind extant at the moment.

Instead we hear, "Television is a new medium. It must create its own techniques. It can borrow nothing from stage, screen or radio!" or perhaps, "Motion pictures—and only motion pictures—can solve the production problems of television!" Or we find ourselves lost in the technical arguments of color versus black-and-white.

In starting television experiments for our company early in 1945, I had a very simple idea. "Television is the first advertising medium which makes possible a visual demonstration of merchandise—right in the consumer's own living room. We'd better get in there and learn how to use it!"

Invited Guest

This simplified the thing a lot. I already knew something about visual demonstrations and their value in sales and sales training work. Next to be kept in mind was that the demonstration on television is going right into the living room. This *does* make a difference. It demands good taste—good judgment, for after all, the advertiser is in the position of an invited guest in the home, and must remember that very probably the whole family is present.

During the entire first year in television we limited ourselves to such considerations. We put on a total of 27 programs in that time. Our agency, Campbell - Ewald, worked with us closely, building their own knowledge of the medium at the same time.

This year, with the prospect that receivers will begin to reach the market by Christmas and that next year there will be the beginnings of a sizeable audience, we have widened our approach somewhat, and have found one way at least to tie television into our other activities and to justify its cost.

Detroit Jubilee Chosen

Early in May, Paul Mowrey, ABC director of television, approached us with the suggestion that we televise so-called "special events" from films made on the spot and rushed to the telecasting studio quickly enough to still retain their timeliness and news value. His first suggestion for this treatment was Detroit's Golden Jubilee—a citywide celebration of the 50th anniversary of the automobile. That just happened to hit the spot—for Detroit is the home of our largest tire factory, and many of the U. S. Royal tires which roll from it find their way onto the wheels of Detroit-made cars as original equipment. The promotional possibilities of such a film, entirely apart from television, made it a natural for us. We therefore accepted the ABC proposal with some very definite stipulations.

We wanted 20 minutes of straight newsreel. No attempt was to be made to inject company "angles." Editing would be on the basis of news value and interesting action, just as is the case with any newsreel. We wanted top camera men accustomed to this type of shooting. And we must have full rights to the picture thereafter.

Results exceeded our own anticipations, and a trail was blazed which may point the way for other advertisers to tie television in with other promotional activities.

First, we found we had really top-flight new coverage. Second, the automobile industry itself attached historical importance to the film, requesting prints for their archives—a lead shortly followed by several universities. Before releasing it for any purpose, we added a short introductory sequence, made by Dr. S. M. Cadwell, head of our Research and Technical Development, and a slightly longer trailer showing how we, in U. S. Rubber, are keeping pace with the progress of the automobile.

We now had a complete half-hour of film, which for television or any other purpose, had its own introduction and sign-off. We televised it over five stations, and it now reposes in our own library as a complete "packaged" half-hour television program for later showing over any station we may elect. Beyond that, the "trailer" is in itself a complete commercial which can be used at any time in connection with any live or film telecast.

Good Promotion

But the pay-off—the factor which made it all possible—was the use of the film by our tire division in a planned promotional effort across the country. With the U. S. tire dealer as host, automotive men in nearly every important city in the country will see the Jubilee, and a business relationship which has languished during the war is once more being renewed on film and friendly basis. This will be followed by showings before civic bodies, business organizations, etc., and we may eventually release it to the schools who have already shown their interest.

With the Jubilee film as a pattern, ABC has since filmed for us the Tam O'Shanter Golf Tournament at Chicago—incidentally also televising this direct from the course by mobile pick-up to the B & K station there—the Minneapolis Aquatennial and the Cleveland Air Races. Each of these films will eventually have introductory and trailer sequences—the products featured, of course, tying in with the subject matter of the film. Golf Balls, Lastex, and airplane tires, respectively, make perfect tie-ins with the pictures, and the resulting completed film will be used by the sales departments of those divisions of our company in hard-hitting sales promotion.

For television purposes we frequently prefer to do the commercial with live talent in the studio—later following approximately the same script for a film sequence.

Following the Minneapolis Aquatennial film which featured water sports, we did a little skit based on a beach party in which everyone was asked to come in 1910 costumes. Later, the "guests" peeled off these cumbersome things to go swimming, revealing the latest in 1946 swim suits made (of course!) with Lastex. Similarly, following the golf tournament, we staged a live sequence with Jed Prouty of stage and screen playing the typical golf dub, and Jack Mallon, a real golf pro from Garden City Country Club, playing himself and dishing out sound advice—which included information about U. S. Royal Golf Balls.

Three More Shows

The result was a rather interesting television presentation — and our Television Dept. now has three more packaged shows and three more diversified commercial shorts. In each case, the featured product carries all costs except the actual television time, which is still retained on our experimental budget. In the course of time, our library of special events films may have considerable value. No newsreel can afford the footage we have devoted to each of these events, which gives us the most complete coverage available.

Since there has been so much

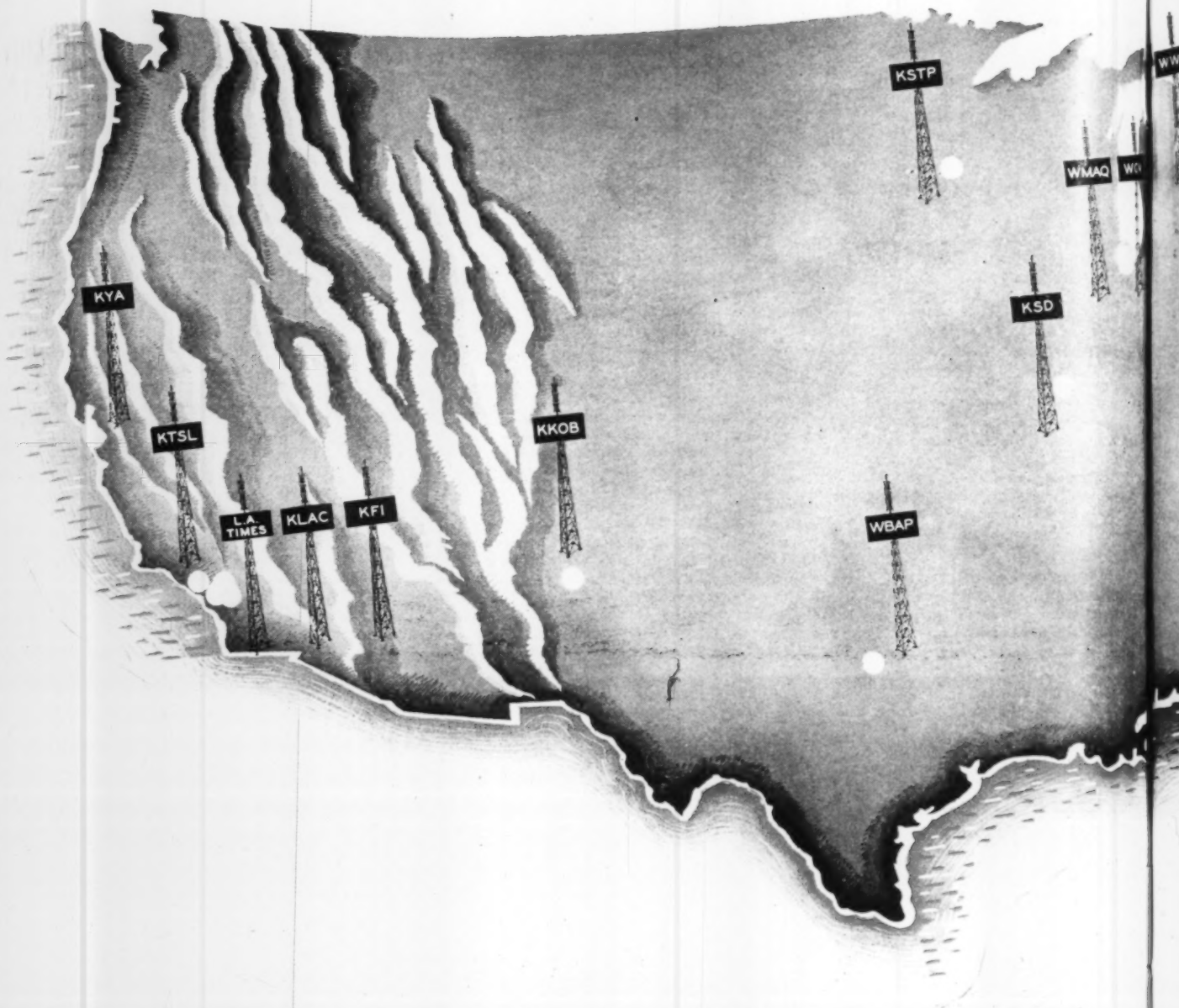
(*Continued on page 96*)

This was setting for commercial used by U.S. Rubber in television presentation of Minneapolis Aquatennial film.

C. J. DURBAN, assistant director of advertising, United States Rubber Co., believes television offers a new avenue for manufacturers and dealers to present effective illustrated sales messages directly to consumers in the home. Mr. Durban tells herewith how U. S. Rubber is using a television film, not only for telecast on five stations, but for dealer promotion throughout the country. U.S. Rubber plans to expand its knowledge of the "audio-visual" to be better able to judge "when to use what and why," says Mr. Durban.

Mr. Durban

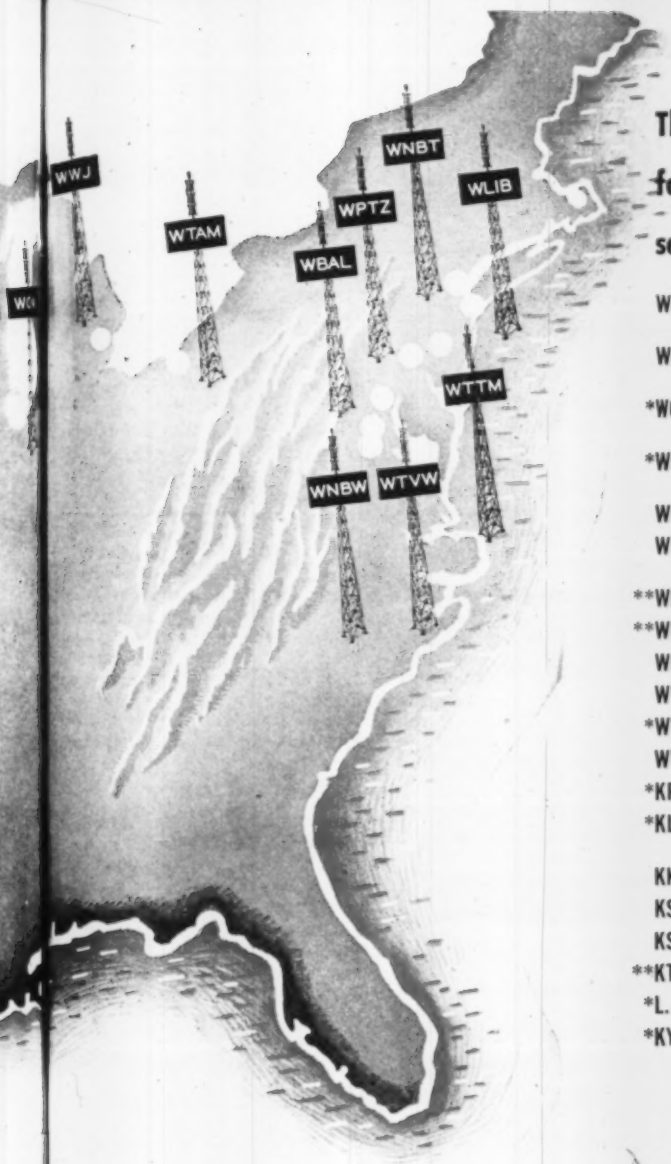
20 TOP BROADCASTERS



Get your television station started now with this fully developed, in-production line of RCA equipment

Remote Pick-up Equipment | Relay Equipment | Film Equipment | Studio Equipment | Control-room Equipment | Transmitting Equipment | Antennas

take the lead in television



The broadcasters listed below have placed firm orders for RCA Television Equipment and will provide television service to a combined audience of 34,000,000 people

WBAL—Hearst Radio, Inc., Baltimore, Md. Owned by Hearst newspapers and publications including "Baltimore News-Post," and others.

WBAP—Carter Publications Inc., Fort Worth, Texas. Publishers of "The Fort Worth Star-Telegram."

***WGN**—WGN, Inc., Chicago, Ill. Subsidiary of The Tribune Co., publishers of "Chicago Tribune."

***WLIB**—WLIB, Inc., Brooklyn, N.Y. Owned by Theodoro Corp., Dorothy S. Thackrey, Pres., publisher "New York Post."

WMAQ—National Broadcasting Co., Inc., Chicago, Ill.

WTVW—Evening Star Broadcasting Co., (WMAL), Washington, D. C., Subsidiary of "The Evening Star."

****WNBT**—National Broadcasting Co., Inc., New York, N. Y.

****WPTZ**—Philco Television Broadcasting Corporation, Philadelphia, Pa.

WNBW—National Broadcasting Co., Inc., (WRC), Washington, D. C.

WTAM—National Broadcasting Co., Inc., Cleveland, Ohio.

***WTTM**—Trent Broadcast Corp., Trenton, N. J.

WWJ—Evening News Association, Detroit, Mich., publishers of "The Detroit News."

***KFI**—Earl C. Anthony, Inc., Los Angeles, Calif.

***KLAC**—(Formerly KMTR). Los Angeles, Calif. Owned by Dorothy S. Thackrey, publisher of "New York Post."

KKOB—Albuquerque Broadcasting Co., (KOB), Albuquerque, New Mexico.

KSD—Pulitzer Publishing Co., St. Louis, Mo.,——"St. Louis Post-Dispatch."

KSTP—KSTP, Inc., Minneapolis/St. Paul, Minnesota.

****KTSL**—Don Lee Broadcasting System, Hollywood, Calif.

***L. A. TIMES**—"Los Angeles Times," published by the Times-Mirror Co., Los Angeles.

***KYA**—San Francisco. Owned by Dorothy S. Thackrey, publisher of "New York Post."

**Construction subject to FFC approval*
***Already broadcasting on a regular schedule*

THE companies listed above have indicated by firm orders that they are anxious to start telecasting immediately and have authorized us to say that they plan to start as soon as their equipment is ready and FCC approval is granted. It is interesting to note that ten of the stations are owned by publishers.

The coming months should see all of these stations bringing television programs to their respective areas. Almost every item necessary for a television station has now been fully developed by RCA. Most equipments are now in production. Deliveries have already begun on such items as monoscope cameras and synchronizing generators. Shipments on existing orders for portable field equipment, relays, antennas, 5-kw transmitters, and studio equipment will begin this fall.

It will pay you to investigate RCA television equipment immediately, so that you will also be ready to explore the tremendous potential promised by this new market. Write: Engineering Products Department, Sec. 18-J, Radio Corporation of America, Camden, N. J.

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

NRI Is Prepared to Serve Video, FM

Expert in Research Outlines Uses Of Service

By ARTHUR C. NIELSEN
President, A. C. Nielsen Company

I WELCOME this opportunity to tell the readers of BROADCASTING what the Nielsen Radio Index is doing to prepare for the development of FM and television as significant advertising media. BROADCASTING's invitation to present our views is of interest to me because it highlights the increasing recognition being accorded the values of the Nielsen Radio Index as a complete radio research service.

For those score of NRI clients who have become familiar with these values by day-to-day application of NRI data to the solution of AM timebuying and programming problems, the Audimeter* offers the only complete solution to development of an audience-measurement service for FM and television. For the radio people who have not had this opportunity, it will be interesting to review briefly some of the major considerations that have guided our 10-year development of the Nielsen Radio Index to its present uncontested position as the only comprehensive radio research service on AM broadcasting.

Basic Data

Research directed to the correct measurement of FM and video—as with AM—requires that the basic data be

—independent of human errors (memory, judgment, whims, mood, etc., etc.).

—properly representative of all radio families (by size, by income class, urban vs. rural, telephone vs. non-telephone.

—productive of 'analysis or diagnostic data,' e.g., information that will enable media and programming people to discover radio faults and design correctives.

(in addition to a number of other rather complex requirements that have been detailed in previous publications**).

An objective, forthright examination of the several methods of obtaining basic radio-research data, in light of the above requirements, reveals the shortcomings of telephone-interview techniques, diary methods, personal interviews, etc., and leads to the conclusion that suitable recording instruments (located in a scientifically selected sample of radio homes) provide the best solution.

It was such an analysis, corroborated by a number of impartial tests of these several methods, which dictated the beginnings (some 10 years ago) of our technical research program, and which has culminated in the present Audimeter and the Nielsen Radio Index with the largest sample in radio program research.

By planning for the application of the experience thus gained in AM broadcasting, to the new media, FM and television, we have recognized our obligation to the industry to extend the utility of the Audimeter to these new services. We, of course, have been aware of this obligation for a number of years, and accordingly now have combination AM-FM-television Audimeters under development and test.

Gradually built up over the years, these laboratories—superbly equipped and staffed by 20 full-time engineers and technicians, and supplemented by a staff of able consultants — are producing new Audimeters with both electronic and mechanical innovations. The Instantaneous Audimeter, demonstrated first this summer at NRI Open Houses in Chicago, is another product of the laboratories designed to solve and pilot-test one solution to a radio research need.

Not only will NRI be prepared to serve the radio industry via new FM and television Audimeters, when these media reach maturity, but NRI is preparing to offer its clients a valuable service during the forthcoming transition period! Broadcasters and media buyers will soon be facing the question: How much time do people actually spend listening to FM broadcasts, and listening to and viewing telecasts? The answer to this question will materially affect the early pricing of the new media, and will of course determine when the size of the audience merits the advertiser's dollar. In recognition of the importance of this transitional question, Nielsen Radio Index will be ready to offer its clients data showing, separately for both FM and television, (a) the number of hours of daily use and (b) the number of receivers in use at each hour of the day.

Stakes too Big

Many of today's leading radio users, realizing that the stakes were simply too big for them to trust to mere human judgment, turned to NRI for Audimeter-produced research data that are accurate and dependable—and susceptible to intelligent diagnosis. The coming of FM and television is almost certain to accentuate the need for program diagnostic analyses, such as duplication studies, and such information is obtainable only from the Audimeter and the Nielsen Radio Index. Furthermore, minute-by-minute data will be an indispensable, factual tool for television programming personnel charged with the responsibility of appraising the weakness and strength of each video program component. Still another important question that the Nielsen Audimeter will be able to answer is this: What effect will town and small city independent FM and video operations have on the size and nature of network audiences?

Problems Are Parallel

The Nielsen Audimeter can be expected to do a top-notch job in measuring FM and television audiences. Telephone techniques will encounter, if they endeavor to measure FM and television, the very same obstacles they were unable to surmount in their efforts at AM. Thus, all the errors and insufficiencies of telephone AM research will apply to attempted measurement of new media as well. Furthermore, the gross errors (both in trend and level) inherent in telephone AM research will probably increase by virtue of ultimate program duplication on the three media, which will require the radio home to differentiate between AM and FM stations, and in some cases, between AM, FM, and video stations.

Discussion of details of NRI procedure for measurement of FM and television audiences seems premature until sufficient sets are in use and enough revenue developed to justify the cost of sound research. Generally speaking, however, I believe it is clear that measurement of these new media involves problems closely paralleling those for AM. The Nielsen Radio Index—having solved AM research problems, and having expended more than $2,500,000 to achieve this result—is leaving no stone unturned to make sure that the techniques for FM and television audience-measurement are ready when the industry is ready.

NEGOTIATING for Commonwealth Edison Co., Chicago, as the first purchaser of television time in the Chicago area, is George B. Bogart, vice president of J. R. Pershall Co., Edison's agency. Standing (l to r) are John Balaban, secretary-treasurer of Balaban & Katz, licensee of WBKB Chicago; Adrien B. Rodner, Edison's television official; and Captain Bill Eddy, WBKB director.

Mr. Nielsen

LEADER and pioneer in marketing research, Arthur C. Nielsen's interests spread from coast to coast and across two continents. President of the company bearing his name in Chicago and New York, and chairman of the board of A. C. Nielsen companies of Great Britain and Northern Ireland, and Canada, Mr. Nielsen is developer of the Nielsen Food, Drug and Liquor Index services and the Nielsen Radio Index. He has a B.S. degree in Electrical Engineering from the U. of Wisconsin. In 1936 he was awarded the Silver Medal by the Annual Advertising Awards Committee, and in 1940 won the Chicago Federated Advertising Club Award.

* A graphic recording instrument that provides, fully automatically, an accurate record of station (and program) choice vs. time, 24 hours per day—for each radio to which it is attached.

** See THE IDEAL RADIO RESEARCH SERVICE and NEW FACTS ABOUT RADIO RESEARCH available from the writer at 2101 Howard Street, Chicago, 45.

COMING ATTRACTIONS

KSD-TV

The ST. LOUIS POST-DISPATCH TELEVISION Station

AND

KSD-FM

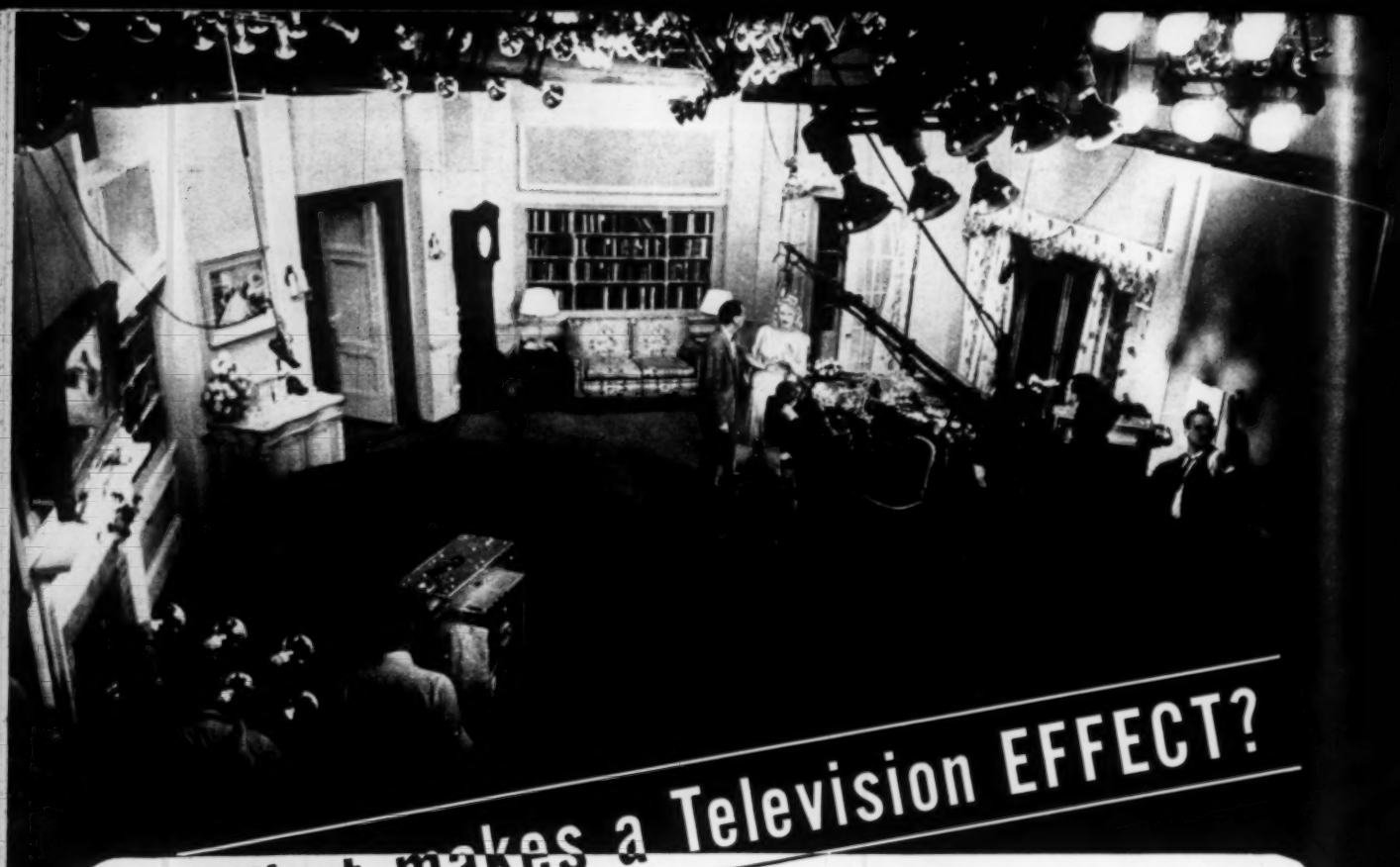
The ST. LOUIS POST-DISPATCH Frequency Modulation Station

The Management of Radio Station KSD is pleased to announce that plans are well under way for these two NEW Media of Entertainment and Public Service which will be designed to provide St. Louisans with improved sound broadcasting and completely new visual broadcasting—presented in accordance with the traditional high standard of programming and advertising acceptance which, for nearly a quarter of a century, has characterized the operation of

KSD

The ST. LOUIS POST-DISPATCH Station

National Advertising Representatives: FREE & PETERS, Incorporated



What makes a Television EFFECT?

• Double image scanning . . . film sequence insertion . . . small scale sets . . . process shots . . . lighting tricks . . . microphone arrangements —these are elements from which special television effects are made.

The long experience of NBC crews, the dexterity of control board technicians, the imagination of producers and directors—these are the skills which build exciting illusions when a video script calls for special effects.*

WHAT MAKES WNBT TODAY'S BEST BUY IN THE TELEVISION MEDIUM?

In every aspect of show after show on WNBT, NBC demonstrates the result of television's perfect working combination: an expert staff with years of continuous practical experience behind them, facilities that are the finest in television.

Whatever your requirements—whether you produce your own show with NBC experts . . . whether your ideas are developed and produced by NBC . . . or whether you sponsor programs built and broadcast by NBC—WNBT offers unique advantages and economies built by continuous, practical broadcasting—the longest in television.

*". . . From the technical viewpoint, 'Blithe Spirit' was transferred to the fluorescent screen like a finished product with polish, fluency, and compactness . . . the technique depended here on highly mobile camera units for a fluid vision. *The trick shots demanded by the story with its materialized ghosts were also neatly processed with typical Hollywood expertness* . . . This is television as it should be."—VARIETY

NBC TELEVISION

WNBT NEW YORK

NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA

20,000 Television Sets for Christmas

Manufacturers Say Production Is Started

WITH set manufacturers beginning to roll television receivers off the line, expectations are that over 20,000 video sets will be in dealers' hands for Christmas selling. Here's how production schedules and selling prices have been established by some of the leading manufacturers.

BETWEEN 20,000 and 30,000 television receivers will be produced and delivered to dealers in time for pre-Christmas purchase, according to a survey of video set makers conducted last month by BROADCASTING. Sight - and - sound sets are beginning to trickle off production lines; the tempo will increase steadily from now on, hitting its stride sometime next year, these manufacturers predict, always adding a cautious phrase to the effect that this will occur if there are no repetition of the shortages of parts and materials that held back production during the first half of 1946.

Video set prices will range from the $169.95 for Viewtone's table model with a 7" tube to $2400 for the Du Mont console that contains a 20" viewing tube that tilts back into the cabinet when not in use, plus AM and FM receivers and an automatic record player. Nearly 20 companies announced plans for entering the video set field sooner or later. About that number did not reply to the letter and presumably have reconsidered their previous plans for making such sets.

Plans of the individual companies follow:

Andrea Radio Corp. plans to produce four combination console models, may add one or more table models; hopes to start production in November if materials are available, to start deliveries about Jan. 1. Tentative retail prices: $450 for console with 10" screen, AM, FM; other models including automatic record players as well as AM, FM, will run $550 for 10" screen, $750 for 15", $1,000 for 18" by 24".

Expect 7,000 Telesets

Allen B. Du Mont Laboratories is now producing direct-viewing models under copyrighted name of Telesets, expects to deliver 7,000 sets to dealers this year. All models are consoles with AM, FM, contain 42 vacuum tubes, 14 circuits, four chasses. Starting with a 12" tube set at approximately $700, Du Mont line includes several $1500 models with 15" tube, shortwave band and automatic record player as well as AM and FM, and several sets at $2400 with all those attributes and a 20" direct viewing tube that tilts up when not in use to save cabinet space.

Emerson Radio & Phonograph Corp. will get into production later this fall with two models, a table set with a 7" viewing tube designed to receive only television sight and sound, and a chairside console model that includes standard radio reception. Table set will retail for about $150; chairside model for about $250. Emerson originally planned to begin production in July, market 10,000 sets this year. Company now is making no predictions except to get as many sets as possible to dealers before Christmas.

Espey Manufacturing Co. hopes to have table models on the market next spring, with larger sets to follow. Table models will have 7" tube, video sight-and-sound only, retailing at about $200. Consoles with 12" tube will start at about $400, run to about $750 with AM, FM and automatic record player; models with larger tubes will be priced up accordingly.

Farnsworth Plans

Farnsworth Television & Radio Corp. is scheduled to start production of table models this month, anticipates getting several thousand sets on the market by December and, "unless new problems arise in the procuring of parts and materials," a steadily increasing number thereafter. With 22 tubes, a 10" semi-flat face viewing tube in a cabinet of tear-drop design with chrome ventilation louvres, the direct viewing table model will provide television sight and sound, will be priced between $250 and $300. Farnsworth also plans console models to go into production soon, including television-phonograph-radio combinations, both direct viewing and projection, latter with a 16" by 22" translucent screen.

Galvin Manufacturing Corp. reports "several models in development which we expect to be marketing before many months have passed, but prefer to withhold any comment about them until they are ready for market."

General Electric Co. has started production of a table model with a 10" direct-viewing tube, including the standard broadcast band as well as video sight and sound, priced at $350 to $400. Early next year GE expects to produce an AM-FM-TV-phonograph combination set to retail for roughly $475.

Material Shortage

Hallicrafters Co. reports that the material situation is so bad that the company is making no plans to produce any television sets this year or early next but that perhaps it may get into production by the middle of 1947.

Majestic Radio & Television Corp. plans eventually to produce at least two video models, with a 7" and a 10" tube respectively, but further data is not yet available, company reports.

Minerva Corp. of America is planning to produce a 7" tube direct view table model and a 10" tube direct view console model with FM, AM and phonograph combination. The 10" picture receiver "will incorporate an automatic frequency control system for line synchronization so that picture will not be affected by noise." Company reports that it is now producing engineering samples for field test, but cannot now say when receivers will go into production or how they will be priced.

Pilot Radio Corp. says that its video manufacturing plans are not far enough along to be talked about yet.

Raytheon Manufacturing Co. hopes to start delivery this fall of a table model Belmont receiver with a 7" picture tube, with possibly 500 sets to go on the market during November. Set, measuring 21" by 16" by 14½", receives television sight and sound only, will be priced between $150 and $200.

RCA Receivers

RCA Victor Division of RCA is getting two receivers into production, table models with 7" by 10" direct viewing tubes. Sets, designed exclusively for television sight and sound, will go on sale to the public in November, RCA expects, at prices ranging upward from $225. Additional models, including combination consoles and large screen projection sets, will be released by RCA early in 1947, according to present plans.

Stewart-Warner Corp. expects to

(*Continued on page 93*)

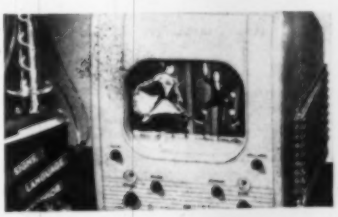
Du Mont "Hampshire"

U. S. Television

Raytheon "Belmont"

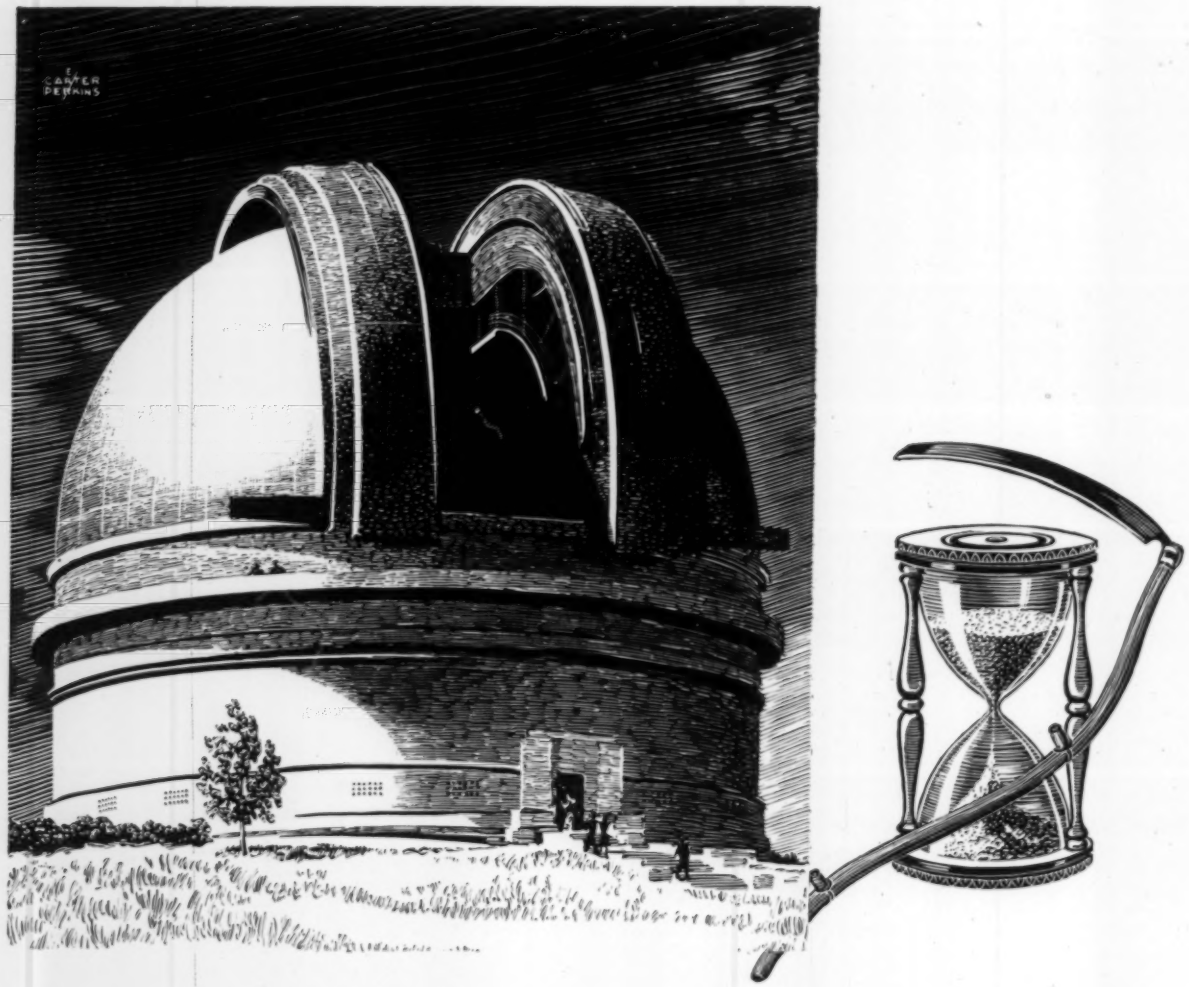
Emerson

Viewtone "Vanguard"



Farnsworth Table Model

RCA Table Model



TIME MEANS MONEY—EARNED!

● The hour glass and scythe have long been familiar as the age old symbols of time. Today's fast moving world turns to the observatory at Palomar, California for a more modern emblem of accuracy and time keeping.

There's another symbol, the letters WCBM, that's as important to time-buyers as Palomar is to time-keepers. Time-buyers have found out that time on WCBM means money earned through sustained and increased sales volume in the Baltimore Market. For results that count, put WCBM on your radio schedule.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

Joske's Had to Be Shown—And Was

Clinical Test Brings Business Gain And Widened Trading Area

By J. FRANK BEATTY

RADIO belongs in the department store advertising budget. Documented proof—and it's highly convincing proof—comes from Joske's of Texas, one of the largest department stores in the nation, which last year undertook a clinical test of the effectiveness of broadcast advertising.

The results of this 12-month analysis, on which the eyes of the retail world have been focused, surprised all those who participated as well as broadcasters who knew all along that radio belonged in the department store budget. These results are being distributed in book form to retailers by the National Retail Dry Goods Assn. and to broadcasters by the NAB.

The Results

In a nutshell the Joske test shows:

Addition of skilfully planned, adequate and consistent broadcasting to the department store budget increases business, enlarges volume and widens the trading area at a very low cost.

The report contains chapters on "Planning" and "Results." Three additional chapters will be added this month, "Copy," "Programs," and "Promotion and Merchandising." Copies of the entire volume will be available at NRDGA and NAB for $3.

The Joske Study was conceived Nov. 4, 1943, when James H. Calvert, president, and James H. Keenan, vice president in charge of sales promotion of Joske's of Texas, attended the NAB's Air Force and the Retailer movie and presentation.

Talking with Hugh Halff, president and general manager of WOAI San Antonio, after the presentation, Mr. Calvert offered the cooperation of his store in a comprehensive study of radio in retailing. NAB and San Antonio stations accepted the invitation.

Joske's agreed to enlarge its advertising budget by an amount that would give 20% to radio without cutting into other media.

This six-fold series of specific objective was adopted:

1. **To increase store traffic and sales.**
2. **To identify the store with leading civic groups.**
3. **To extend the store's trading area.**
4. **To supplement its current advertising.**
5. **To strengthen its position with resources.**
6. **To give new impetus to selling personnel.**

Fifty-four programs and 109 announcements weekly on five stations were added to the Joske's promotional program, with changes made frequently. A radio department was established in charge of Lee Hart.

Thus developed what is described as the "most extensive and intensive schedule of radio advertising ever used by a department store."

Planning and preparation of the report were in charge of two committees.

Representing retailers were: James H. Keenan, vice president in charge of sales promotion, Joske's of Texas; Russell A. Brown, vice president in charge of sales promotion and advertising, Allied Stores Corp.; Willard H. Campbell, publicity director, Sibley, Lindsay & Curr Co., Howard P. Abrahams, manager, sales promotion division, National Retail Dry Goods Assn.; Walt Dennis, radio and television director, Allied Stores Corp.

Representing broadcasters were: Cecil K. Beaver, general manager, KTBS Shreveport; James Brown, general manager, KONO San Antonio; Lewis H. Avery, president, Lewis H. Avery Inc.; Walter Johnson, assistant general manager, WTIC Harford; Frank E. Pellegrin, director of Broadcast Advertising, NAB; Lee Hart, assistant director of Broadcast Advertising, NAB.

Decision was reached to add only programs to the Joske radio schedule, continuing the 109 announcements per week then on the air. It was felt that programs would encourage a larger, more loyal listening audience and offer the store a chance to correlate the *nature* of the radio program and the *advertising*.

Recommended were 54 weekly programs. This coverage thus would reach more potential customers and more types of potential customers at more frequent intervals, and could be programmed to serve specific needs of more departments of the store.

Key factor was the beaming of each program at a specific audience with a specific set of objectives. The beam technique is stressed all through the Joske report.

All the programs recommended were of a type that any station or store in the country could produce, with simplicity of format adhered to even at the expense of effectiveness.

Stations' Responsibility

In the early stages of the study it was found that San Antonio lacked production personnel, program talent and skilled copy writers, part of the dearth being attributed to wartime personnel shortage. This led to the observation that a prime responsibility of stations is the training of writers, improvement of production facil-

(*Continued on page 87*)

JAMES H. KEENAN, Joske's vice president in charge of sales promotion, said:

"The Retail Radio Study has been a highly interesting and educational experience for us at Joske's of Texas. We approached the problem with what might be called a 'clinical attitude'—without prejudices and with an open mind. But we had to be shown.

"As the following report will demonstrate, the study has enabled us to develop new and effective techniques in the use of an important advertising medium. After our year's experience it is fair to conclude that radio advertising has now become a permanent part of our store promotional program. We are most pleased to share with other retailers what we have learned, and are certain this knowledge will assist them, as it has us, in the building of their sales promotion programs."

JOSKE TEST RESULTS

HERE is what an increase for radio, from 7.92% to 20.5% of the Joske's direct advertising budget did, according to results of an independent Ernst & Ernst audit:

1. Contributed to a profitable increase of sales volume, far beyond the added advertising costs.
2. Directly and indirectly brought more traffic to the store.
3. Widened the range of Joske's trading area.
4. Reached new customers, who had not previously been reached by other forms of Joske advertising.
5. Helped increase prestige of the Joske name; substantially aided in establishing the store's character, services and slogans.

Ernst & Ernst revealed these results for two groups of departments, those receiving larger number of radio commercials, and those receiving lesser number:

Sales went up during the study year for both groups of departments, but the greater increases were registered by the departments receiving the larger number of radio commercials.

JAMES H. CALVERT, president of Joske's of Texas, said:

"The proper position of radio in retail sales promotion has long been a subject of interest and concern to the nation's department stores. Because we are deeply conscious of the contribution that will be made by the Joske radio study to this problem, we at Joske's of Texas, and our parent company, Allied Stores Corp., are proud to have been a part of this extensive analysis.

"In itself the study has been a tribute to the progressiveness of the radio industry and its interest in the specific problems of retailing in radio. We know that the thoroughness of the study and the contributions of the many highly qualified specialists who cooperated, justify close examination of our experience by all those interested in retail promotional problems."

Defamation Suit Filed For Former B & W Show

CHARGING "defamation of character," John J. Hunter, Indian agency employe, Sept. 19 filed suit for $100,000 in Chicago's U. S. Circuit Court against NBC, Russel M. Seeds Co., Chicago, and Brown & Williamson Tobacco Co.

Mr. Hunter charged that as a result of a radio dramatization mention of his name, and that of his wife, Jessie, his friends held him in contempt and in fact "put the Injun sign on him." Mr. Hunter referred specifically to "bundles from heaven" (food packages, said NBC), which had been dropped to him when he and his wife, then newlyweds, were marooned by a blizzard at Fort Defiance, Ariz. NBC and Seeds agency contended that all material on program, *Wings of Destiny*, (presented by B & W for Wing cigarettes on NBC in 1940-41), was cleared through the Army.

Program Needs of Rural Areas Stressed to Sholis by Wilson

M. L. WILSON, Federal Extension Service director, Agriculture Dept., reiterated last week that "farm people have a right to good radio reception at convenient times and that much of the information must be presented in terms of local farm problems."

In a letter to Director Victor A. Sholis of the Clear Channel Broadcasting Service, replying to Mr. Sholis' attack on his memo to FCC regarding farm programming on various types of stations [BROADCASTING, Aug. 5, 12], Mr. Wilson wrote:

"I do feel that some programs of special interest to farmers should be available during the choice listening night hours. I did not say that those programs should be the same type of programs that we have on the less competitive, less valuable daytime hours. I am convinced, though, that we will not build adequate services to farm people until the broadcasters and educators get together in providing needed facilities and programs."

He suggested that in the fields of economics, national policy and foreign situations "there must be material for many local as well as national programs aimed specifically at farmers and farm interest that would be as interesting and arousing for nighttime programs as the forums and similar types of programs that have proved successful with the general audience."

Mr. Wilson said it was his "understanding . . . that the origin of our clear channel stations was for the purpose of providing service to remote areas largely rural which did not receive a good radio reception. I feel that farmers in those areas have a right to expect a reasonable number of programs cued to their special needs and broadcast at convenient times when farmers in those areas can get the clear channel stations."

The Federal Extension Service is planning further independent radio research "in terms of educational service to farmers," Mr. Wilson asserted, inviting Mr. Sholis to submit "further facts or suggestions you have."

"It is difficult for me to see what the statistics on stations listened to most has to do with those listened to most for farm service programs," he said in answer to some of the figures cited in Mr. Sholis letter. "I wasn't very much impressed with some of the points in your letter because they deal largely with details of the Census Bureau study [of rural reception introduced in the FCC clear channel hearings]," he added. "I am more concerned with the broader job of providing good radio service to farmers."

Mr. Wilson said he was "pleased" to comply with the CCBS director's request that the Sholis letter be sent to State extension directors and editors who received the Wilson memo which it undertook to answer.

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND WPTF IS NORTH CAROLINA'S No. 1 SALESMAN

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND WPTF IS NORTH CAROLINA'S No. 1 SALESMAN

WPTF's Primary* Tops 41 States In Farm Income!

The Farm Giants

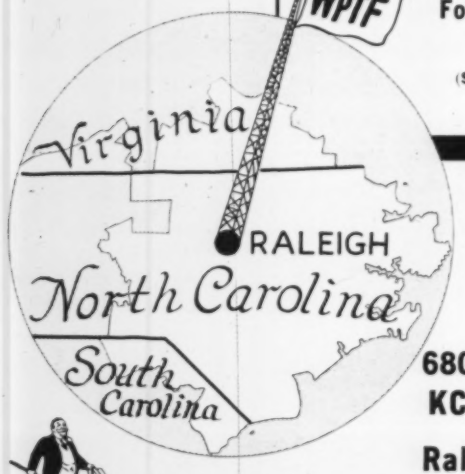
California	$1,851,510,000
Texas	1,954,560,000
Iowa	1,441,490,000
Illinois	1,257,320,000
North Carolina	979,220,000
Minnesota	904,890,000
Ohio	813,230,000
WPTF's Primary	804,956,000

*PRIMARY...

71 counties in North Carolina, Virginia and South Carolina where 77% of the people listen regularly to WPTF. (Latest NBC Survey)

Followed By The Other 41 States

(Sales Management Estimates)



WPTF

680 KC 50,000 WATTS NBC

Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND WPTF IS NORTH CAROLINA'S No. 1 SALESMAN

TELE MUST BEWARE OF COMMERCIALISM

TELEVISION must avoid sinking into a state of commercialism if it is to realize its full growth, according to Joseph Gerl, president of Sonora Radio & Television Corp.

Speaking before the Poor Richard Club, Philadelphia, last Tuesday, Mr. Gerl suggested television set manufacturers and television broadcasters set up an industry-wide committee to draft and enforce a code of ethics against excessive commercialization in the new industry.

"Without such a committee," said Mr. Gerl, "there is a danger that television may turn out to be nothing but a complicated mechanism operated for the sole purpose of selling mouth wash and deodorants."

On the advertising possibilities of television Mr. Gerl said: "Television as an advertising medium will complement all other forms of advertising, and will be used mainly to show a product and demonstrate how it works." He added that television would not compete with newspapers, magazines or radio.

The nation's employment will be considerably abetted by the growth of television, the speaker said. With the industry expecting to sell 25,000,000 sets in the next 10 years, it is expected to give employment to at least 2,500,000 ranging from the actors in shows, to people selling and servicing sets.

who said radio is afraid of controversy?

IN SOME QUARTERS there *still* seems to be an impression that radio won't touch controversial issues with a twenty-foot pole.

Broadcasters, it's said, are scared stiff of offending somebody. Advertisers. Agencies. Financial interests. Or some other bogey-man.

The only explanation for such statements is that the people who make them don't listen to radio.

Certainly they haven't heard programs such as KDKA puts on the air each Sunday afternoon from 1:30 to 5:00.

This choice half-hour period could be sold commercially at the drop of a hat. But it's not for sale. It is dedicated to the proposition of better citizenship in the Pittsburgh territory, with chips falling where they may. It brings up ugly facts that might be, and often are, kept hidden. It crusades against intolerance. With both fists (and sometimes with bruised knuckles) it fights discrimination against any of the minorities that live and work in this busy tri-State area.

It goes to bat for veterans. It combats inflationary trends. It seeks to shake, shove, or shame every listener into recognition of citizenship's responsibilities.

If that's not controversy, we don't know what the word means.

To produce and broadcast a program like this takes courage. Plenty of courage. But KDKA has no monopoly on radio's supply of intestinal fortitude. Many other stations, in requesting copies of these KDKA-created scripts, show an equal desire to serve the public by hard-hitting promotion of citizenship. . with mighty few qualms as to controversy!

Programs in the public interest are an institution at KDKA ..and a cornerstone of Westinghouse policy.

KDKA
PITTSBURGH
50,000 watts

WESTINGHOUSE RADIO STATIONS Inc · KEX KYW WBZ WBZA WOWO KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

ABC Video

(Continued from page 17)

don't get enthusiastic about it. We don't expect them to and there is no reason why they should. They all know that someday we shall be operating competing stations and television is a highly competitive business.

There are, however, some advantages in our position. Our production staff has had experience with all types of equipment and various types of studios. This has been extremely valuable. No one else, through the simple process of trial and error, knows so well the good and bad features of so many different set-ups. And as a result we have pretty definite ideas as to what we want and what we don't want when we build our own studios, and why.

From our work at WABD we learned the importance of big studios. The importance of space to move equipment freely and easily from set to set. When we build, our studios will be 60 feet by 100 feet with at least 40 feet ceilings. And working at WABD convinced us that a studio should be equipped with at least four cameras. We intend to have four in each studio and a fifth standing by for emergencies.

PAUL MOWREY
National Director of Television, American Broadcasting Co.

From WRGB in Schenectady we learned how much a program can be improved if a control room is equipped with a panel to control lights. And through a combination of mercury vapor cooled and incandescent bulbs, WRGB has eliminated most of the heat which studio crews and especially actors find so oppressive. These things we too shall have.

Elevated Control

Another lesson taught us at WRGB is that an elevated control room gives a director better command of his show. In our studio the control rooms will be 10 feet above the studio floor.

There are more "musts" for our studios. We intend to build them in pairs, both the same size, separated only by a hallway. We want our prop and costume rooms to open directly into the studios. And we want all of our studios to be on the ground floor. This is important because it simplifies moving props and equipment in and out because it permits us to bring heavy objects into the studios.

One final point. When we equip our studios we shall have the latest and most modern equipment throughout. It is a happy situation not to be saddled with a lot of semi-obsolete stuff that we can't afford to throw away.

ABC television is like a man who has practiced at golf with rented clubs. Although some were a little too long and others a little short, he learned the game and now wants his own matched set of exactly the right weight and balance so he can start breaking par.

QUIZ for Time Buyers

Which Texas city is FIRST in retail sales gains?

CHECK ONE

☐ 1. Dallas ☐ 2. Houston
☐ 3. Fort Worth ☐ 4. El Paso

BET YOU'RE WRONG!

Here's the Answer

Censored Leads In Retail Sales

Austin (AP).—Retail business in Texas continued its favorable post-war trend last month, the University of Texas Bureau of Business Research reported Tuesday.

Although sales increased [illegible] general in all parts of the state, El Paso reported a 51 per cent gain in sales over last year for the state's biggest gain. Lubbock ranked second with 46 per cent increase and Brownsville third with [illegible] per cent increase.

Retail sales of independent stores were nearly 28 per cent higher in June than for the same month of 1945, the bureau's statewide summary indicated.

There was a 10 per cent decrease from May because of the usual seasonal decline in buying, it was stated.

If you got this one right you're a rare character! You're a gentleman and a scholar . . . AND WE LOVE YOU!

Too few time buyers know that El Paso is a BIG CITY in more ways than one. Even fewer know that El Paso is as isolated from the other big Texas cities as it is from Guam. Look at your map. You wouldn't broadcast from Chicago to reach a New York City audience—and that's about the same distance as from El Paso to Houston! We're ISOLATED, brother, ISOLATED!

This rich isolated market listens to KTSM. Mr. Hooper, time and again, proves that KTSM is far, far ahead. Sure, we'll send you facts and figures —or prove our point with SALES!

17 YEARS OF SERVICE

KTSM is far and away the "pioneer" station in El Paso. We got here first, won our audience, and for 17 years we've been HOLDING this audience. KTSM is an El Paso listening habit that ties in tight with El Paso buying habits. May we tell you more?

KTSM

EL PASO, TEXAS

Geo. P. Hollingbery, Natl. Rep.

HOOPER AFTER HOOPER PROVES KTSM THE LEADER IN EL PASO

SHEEHAN WILL HEAD SHORTWAVE OFFICE

JOHN SHEEHAN, former chief of the Office of International Information and Cultural Affairs facilities branch, New York, has been appointed associate chief of the International Broadcasting Division OIC, Department of State, in charge of the New York office. He succeeds Wilfred S. Roberts, who has resigned to return to private industry.

John C. Doud, formerly assistant chief of the facilities branch, has been appointed chief of the facilities branch, the post vacated by Mr. Sheehan.

Active in radio broadcasting for the past 25 years, Mr. Sheehan joined the OWI in 1942 as chief of the facilities branch and continued in that position when the OIC was established early this year as a unit of the State Department and took over OWI's overseas broadcasts. Before the war Mr. Sheehan made his headquarters in Schenectady where he managed General Electric's shortwave stations for six years.

Mr. Doud has been associated with the broadcasting and communication field for the past 12 years and served as CBS facilities supervisor and assistant traffic manager previous to his joining the OWI in 1942 as traffic manager for shortwave broadcasts.

Shortage of Channels

TOO FEW radio channels for directing air traffic at National Airport, Washington, caused the crash of a B-25 there Sept. 20, an Army investigating board found. Five died as a result of the crack-up in landing. The board recommended immediate installation of an additional radio range or assignment of additional channels at National Airport.

Why ABC won the ATS award for Commercial Television

Practical television on an economical basis puts ABC first in the commercial field

The American Television Society Award "in recognition of the year's outstanding contribution to the development of television commercially" was recently won by the American Broadcasting Company.

The winning of this award points again to the sound commercial policy ABC set up when its Television Department was established over a year ago:

> **"Build shows which are *economically practicable* for advertisers—considering present audience limitations. And help advertisers build effective commercials that will really *sell* their products by *television.*"**

This is what ABC has been doing and plans to keep on doing. Advertisers need an opportunity to experiment *at low cost* with this powerful new medium. They need a chance to gain experience, learn new techniques, develop an understanding of television methods so that they will be able to take full advantage of television as it comes of age.

To give advertisers this opportunity, ABC started out by using tried and proved radio programs and techniques—adapting them to television in the most practical and economical ways. At the same time, ABC gave advertisers the benefit of rich radio programming experience in developing new shows for video.

And to keep costs in line with today's limited television audiences, ABC charges nothing whatever for air time!

At the right is a list of advertisers who got their start in television on ABC. As a result of that experience, many are making plans now for extensive use of television in the future.

The time is past for just *thinking* about television as the advertising medium of the future. It's here, right now, and ABC is busy helping many a wide-awake advertiser get in on the ground floor. Why not you?

SEND FOR FREE BOOKLET. If you'd like to see what ABC has already done in the field of commercial television and plans to do in the future, just drop a note to ABC Television, 33 West 42 Street, New York 18, N. Y., and ask for your copy of "The Show's the Thing."

ABC American Broadcasting Company

FIRST IN TELEVISION THAT SELLS

NOW OPERATING IN: NEW YORK · CHICAGO · PHILADELPHIA · WASHINGTON · SCHENECTADY

Here are some of the commercial programs televised by ABC

FIT FOR A KING (*Chevrolet Motor Co.*)

HERE'S MORGAN (*Adler's Shoes*)

THE FITZGERALDS (*Gertz Department Store*)

• • •

CHIME TIME (*A. E. Rittenhouse Company*)
WRITE ME A LOVE THEME (*Sweetheart Soap*)
ELK'S PARADE (*BPOE*)
TAM O'SHANTER (*U. S. Rubber Company*)
MINNEAPOLIS AQUATENNIAL (*U. S. Rubber Company*)
NATIONAL AIR RACES (*U. S. Rubber Company*)
SARATOGA RACES (*Berkray Corporation*)
LET'S PLAY THE GAME (*Alexander Stores*)
LADIES BE SEATED (*B. T. Babbitt, Inc.*)
EASTER PARADE (*Esmond Mills*)
DETROIT GOLDEN JUBILEE (*U. S. Rubber Company*)
MISS AMERICA PAGEANT (*George W. Luft Co.*)
LETTER TO YOUR SERVICE MAN (*John David, Inc.*)
BREAKFAST CLUB (*Swift & Co.*)
QUIZ KIDS (*Miles Laboratories*)
LADIES BE SEATED (*Chef Boy-Ar-Dee*)
TIME BREAKS (*Waltham Watch*)
ESQUIRE ALL-AMERICAN BOYS' BASEBALL GAME (*Esquire Magazine*)

• • •

And ABC is always out in front with public service features like these:

82nd Airborne Division Victory Parade
Opening Day, UN Security Council
National Aviation Show
Memorial Day Parade
Operation Crossroads
Staten Island Fire
America's Town Meeting of the Air
Ireene Wicker Series
Roosevelt Memorial Program
Washington, D. C., Planning Committee
Navy Day Activities

FCC Approves WMRO And WJXN Transfers

VOLUNTARY transfer of license of two standard stations—WMRO Aurora, Ill., and WJXN Jackson, Miss.—was approved by the FCC last Monday.

WMRO was assigned from Martin R. O'Brien, sole owner of the station, to WMRO Inc., a new corporation. Mr. O'Brien is president and owns all of the stock.

WJXN assignment involves the realignment of Ewing Broadcasting Co., licensee of the station, to include as an equal partner Myrtle M. Ewing, mother of P. K. Ewing Jr., and F. C. Ewing, who previously had 50% interest each.

KROP Brawley, Calif., claims to be lowest station in the country, located 149 feet below sea level. Going to other extreme, Broadcasting Corp. of America, operator, is building its 340,000 w FM station, 9,000 feet above sea level.

Use Radio, Magazine Methods For Video Advises Ted Schulte

FOR TELEVISION to do the selling job it is capable of, radio and magazine techniques must be not only combined but modified, Ted Schulte, television producer for J. Walter Thompson, has concluded from a series of Elgin watch commercials on WBKB Chicago video outlet.

Video Suggestions

From experience in producing the series, Mr. Schulte says he reached the following general beliefs about television commercials:

1. Show the product in use whenever possible.

2. If there is an "argument" sales message, try carrying it by unseen voice. "Integrated" commercials are confusing unless skillfully managed.

3. Keep entertainment and the commercial message well balanced.

4. With more equipment and space available, present limitations will soon disappear and much new information will be discovered.

Convincing the audience of the visual reality of characters in television is the first essential, Mr. Schulte decided. Testimonial representations require particular care.

Because viewers won't accept anomalies, actors must be placed in real situations and must speak credible lines for real people in such a setting, he explained.

One of the most effective techniques so far discovered, according to Mr. Schulte, is the use of an off-stage voice to carry direct commercial messages while visible characters present illustrative action in pantomime.

"This approach we've found to be satisfactory in our Elgin experiments, particularly for the shorter commercial sequences," he said. "Both the primary and secondary advantages of the product can be shown quickly in this way without the conflict which sometimes occurs."

The visual action, he emphasized, is important not only as an illustration of the commercial message. It is also essential to hold eye-interest, no matter how gripping your audio presentation may be.

Audience reaction to television is stronger than to radio, he pointed out, since people must watch as well as listen to what's going on, concentrating more attention on the show. This creates nervous tension with the risk of bad temper and easier disappointment. On the other hand, a pleased television audience reacts more quickly and completely, Mr. Schulte's experience indicates.

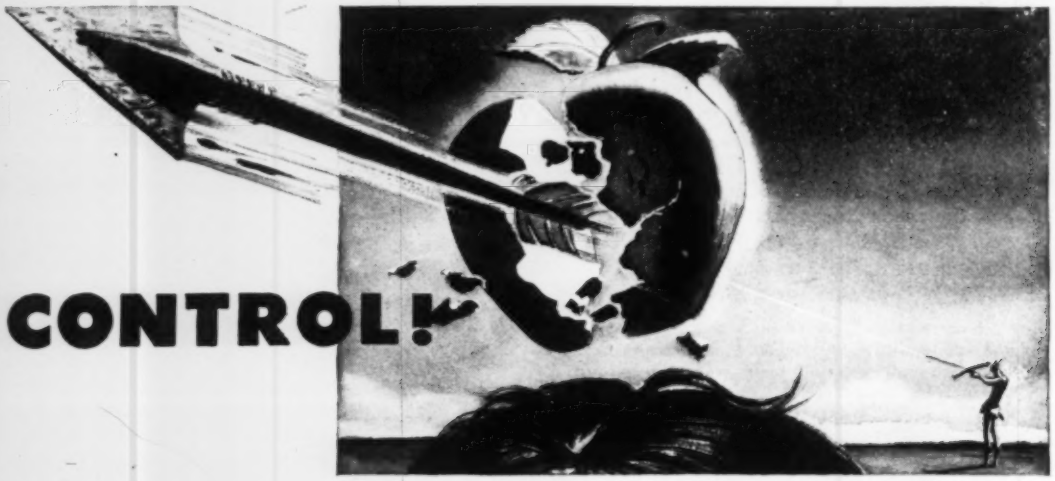
Hoover Warns of 'Isms' Projected Into Radio

COMMUNIST influence "has projected itself into some newspapers, magazines, books, radio and the screen," J. Edgar Hoover, FBI chief, told the American Legion at its annual convention in San Francisco Monday. He called upon the Legion to fight Communism, declaring that if Communists get control of the Government, "liberty for Americans will be but a haunted memory."

He said the U. S. faces "two great menaces," Facism and Communism. "Both are materialistic; both are totalitarian; both are anti-religious; both are degrading and inhuman," said the FBI chief.

Jetflow Plans

HAMILTON ROSS JETFLOW Corp., New York (Jetflow Ball Pen), has appointed M. M. Owen Co., New York, to handle advertising. Firm, which has appropriated a first year budget of $1,000,000, plans to sponsor a network show. A national spot campaign is being planned to get underway within the next month.



Only MOTION PICTURES give you Control
—Showmanship Control vital on TELEVISION programs

Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.

Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective marketing.

Only Film eliminates: costly rehearsals — telephone line charges—time zone differentials.

Now available for sponsorship . . . exclusive Telereel Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film—The Backbone of Television Programming."

TELEVISION RKO CORPORATION

In Television . . .
Film removes the question mark!

RKO TELEVISION CORPORATION

Dept. BG-8, 1270 Avenue of The Americas, N.Y. 20, N.Y.
A Radio-Keith-Orpheum Corporation Subsidiary
*Copyright U. S. Pat. Off.

Extremely attractive HOUSE IN THE COUNTRY available for one year lease.

For details see page 75.

WHO'D HAVE THOUGHT IT!

JUST THIRTY DAYS OLD—AND

WHHM
NEWS MUSIC LOCAL EVENTS ENTERTAINMENT

Memphis' Independent Station

IS

SECOND

IN OVER-ALL LISTENING AUDIENCE

IN

Memphis

THE SOUTH'S GREATEST MARKET

WHHM DELIVERS MORE LISTENERS PER DOLLAR SPENT THAN ANY OTHER MEMPHIS STATION!

HOOPER STATION LISTENING INDEX

CITY: MEMPHIS, TENN. City Zone MONTH: AUGUST, 1946

Total Coincidental Calls—This Period 9,823

SHARE OF AUDIENCE

INDEX	SETS-IN-USE	WHHM	B	C	D	E						OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	14.5	24.7	22.2	25.3	11.4	15.2						1.2	1,339
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	14.4	17.2	39.2	18.1	15.0	10.1						0.4	2,641
EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.	18.1	21.7	25.8	25.2	12.8	14.2						0.3	3,715
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	20.4	28.1	14.4	17.3	20.1	11.5						0.6	791
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.	11.5	33.6	19.5	21.1	18.0	6.3						1.5	1,337
TOTAL* RATED TIME PERIODS	15.6	22.4	27.6	22.1	14.9	12.3						0.7	9,823

The Hooper *"STATION LISTENING INDEX"* is computed from the total station mentions secured from the coincidental questions *"To what program were you listening, please?"* and *"Over what station is that program coming?"* asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are *"Not at home,"* those who are *"Not listening"* and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for *"Sets-in-Use"* computation is *"Total Homes Called."*

*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

† WHHM, a new radio station, started broadcasting on July 29, 1946.

The Code of Practice governing the use of *"CONTINUING MEASUREMENT OF RADIO LISTENING"* applies to this *"STATION LISTENING INDEX."*

SA-38

Video Equipment Manufacture Still Slow

However, Prospect Bright as Output Increases

THE STATUS of television transmitters and studio equipment is much the same as the video receiver situation — some equipment is being delivered to video broadcasters; more is in production; still more will start flowing during the early months of next year.

Some licensees who have orders in for equipment hope to begin operations by the end of the year, others by spring. It seems doubtful that any orders for full layouts not already in will be filled before late spring or summer. Material shortages, governmental restrictions on construction and other factors have done their parts to delay the inauguration of television broadcasting in a number of cities that had expected video service before this. But the tide seems to be turning, albeit slowly, and unless new handicaps occur that are not at present anticipated, television should move forward rapidly during the next year.

Following are the tentative plans of the major manufacturers of television transmitters and other equipment for picking up and broadcasting video programs:

Du Mont Labs

Allen B. Du Mont Laboratories is now producing its new television transmitters that include control console, modulation monitor, frequency dissector, wave from monitor, etc., providing in effect a master control monitor for the transmitter with each one. The set-up for use on channels 1 to 6, with 5 kw video and 2½ kw audio output, is priced at $59,400. The transmitter for use on channels 7 to 13, with 3½ kw output for both audio and video, is priced at $64,350.

Du Mont also has in production its new image orthicon field pickup equipment, priced at 28,000 for the dual camera chain and needed supplementary equipment. Camera unit includes handle grip controls for the electronic viewfinder and focusing; all assemblies in the camera are mounted on hinged bases for easy accessibility. Chain also includes a pickup auxiliary unit for each camera providing compensation for signal lag in long cable distances; a control and monitor unit for each camera with a 7" picture tube and a 3" signal monitor to give wave form; a sync generator, like the camera unit, hinged to avoid hidden parts; a mixer-amplifier-monitor unit, with fingertip controls and switching buttons for four cameras in case original unit is subsequently expanded, and an automatic lap dissolve as well as a manual mixer for lap dissolves or fading; a monitor and power supply for each camera; a distribution amplifier.

Du Mont expects to have 16 mm special film projectors ready for delivery in November, to be priced at approximately $4,000 each, and a dual-camera film pickup chain, at $27,000, ready next March. New studio pickup camera chains will not be ready until about mid-1947 as Du Mont is completely redesigning this equipment to utilize the signal orthicon tubes which are expected to be available early next year. Company anticipates a price of $28,500 for a chain of two dolly-mounted cameras and a studio control desk. Master control board is priced at $21,000 and studio lighting and audio equipment at about $10,000.

Farnsworth

Farnsworth Television & Radio Corp. expects to produce a line of studio and transmission equipment for sale to telecasters during the coming year, with rate of production depending to a great extent on the parts and materials situation. Company is not prepared to release detailed technical data, prices or delivery dates as yet, but line will include a new "Hi-mobile" studio camera, and a master program control monitor designed to serve as a complete control monitor for all programs put out over the station, regardless of source—live studio, film, remote pickup or network.

The Hi-mobile camera and the master monitor will be used when Farnsworth begins regular video service from its new studios in Fort Wayne, company states. Its other equipment, such as the 5 kw television picture transmitter, FM video sound transmitter, "telecine" movie projector and image dissector tube, are already being used in experimental telecasts. The FM sound transmitter has a 300 w output but others will be made with higher wattages.

Federal

Federal Telephone & Radio Corp. plans to continue its development work with video equipment, including transmitters for color and high definition black-and-white, studio equipment, high-gain antenna permitted by use of higher carrier frequencies and the application of Pulse Time Modulation to video broadcasting and relaying. The Federal Laboratories designed and manufactured the color transmitter used by CBS and is licensed by the network to make color pick-up equipment. Federal reports that it has several other color transmitters under construction and is also prepared to supply transmitting equipment for high definition black-and-white images. On the present custom built to order basis, the cost of a color video transmitter is about $70,000.

General Electric

General Electric Co. has designed its new television equipment on the basis of the more than 2,800 hours of operation of the GE video station, WRGB Schenectady, including the production of some 1,600 television programs. Company expects to begin delivering studio equipment early in 1947, with new remote pickup equipment now in development ready about June.

New GE studio camera is much lighter than the prewar camera, weighing about 75 pounds. Camera's optical system consists of a four-lens turret carrying two matched sets of lenses, one with a focal length of 5 inches, the other 10 inches, controlled by handles projecting from the rear of the camera. Unit is mounted on a hydraulic dolly which can be handled by one man. Studio camera channel, including camera, lenses, dolly, camera control console, channel rack equipment and camera cable, is about $11,600.

Program control console, used by the program director, technical director and audio technician to select the picture and audio sources and give overall supervision to the program before it goes to the transmitter, is priced at $5,800. GE studio lights are 1 kw water cooled mercury vapor lights, usable as either spot or flood lights by changing the door glass. Producing much less heat than usual studio lights, these are priced at $750.

GE's new 5 kw visual transmitter using the low level modulation system and its companion 2½ kw audio transmitter with the new phasitron circuit, is priced at $63,800. Like the studio equipment, the transmitter will be available after the first of the year.

The GE television antenna, which will broadcast both sight and sound signals, is of lighter construction than the prewar antennas, has higher overall gains, better band pass characteristics, company reports.

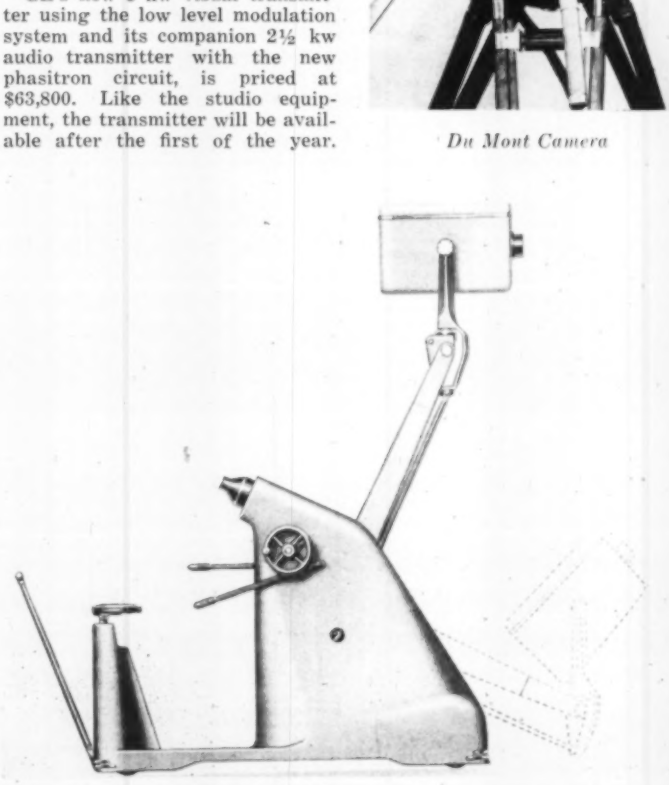
RCA

RCA, which during the summer began production of image orthicon cameras and associated equipment, has just announced that its first postwar video transmitter (TTSA) providing 5 kw power on any of the 12 frequency channels assigned to commercial television in metropolitan areas, has been put into production. Another new item in RCA's initial line of equipment for video broadcasters is the RCA Super Turnstile Antenna.

Heart of the new transmitter is

(*Continued on page 80*)

Du Mont Camera



Farnsworth's Hi-mobile Camera

Commercial Video Stations Total 38

FCC Announces Six Are Operating; 32 as CPs

SIX television stations in the U. S. have licenses and are in operation, construction permits have been issued for 32 others, and applications for 40 are awaiting action by the FCC.

The 32nd outstanding construction permit was granted last Monday to William Penn Broadcasting Co. (WPEN) for a new Philadelphia station on Channel 10 (192-198 mc) with 25 kw visual and 26.4 kw aural power and antenna height of 676 feet. It is the third grant for Philadelphia, where Philco's WPTZ is on the air on Channel 3 and the *Inquirer's* WFIL has a permit for Channel 6.

Meanwhile a report on the status of all commercial video applications, released Monday by FCC, showed that substantially more than half of the cases awaiting action are in that category because of hearings.

Present Status

Of the 40 not yet acted upon, 14 have been designated for hearing or are awaiting decisions on hearings already conducted, and 11 are awaiting disposition of hearings in related cases.

The summary showed that additional information has been requested on 10 others, and the Commission said these "will be processed as the information is filed..."

The list, comparable to FCC's earlier reports on the status of AM and FM applications [BROADCASTING, Aug 19, Sept. 23], was compiled to show applicants where they stand. Copies were sent to all applicants. Similar lists, FCC said, will be prepared and released "from time to time." Errors, if any, should be reported to the Commission by letter directed to the Secretary, attention of the Television Division.

The summary was prepared as of Sept. 25 and showed 31 construction permits outstanding and six being processed. The subsequent grant to WPEN Philadelphia, whose application had been in the "being processed" group, cut that total to five and boosted the number of permittees to 32. Other figures in the summary remained unchanged.

Licensees and CPs as of Oct. 1, 1946

Licensee and Location	Call Letters	AM or Other Interest	Frequency (mc)	Effective Peak Power Radiated (in kilowatts) Aural	Visual	Antenna Height Above Average Terrain (in feet)
A. S. Abell Co., Baltimore, Md.	WMAR	Balto. Sun	Ch. #2 54-60	17.1	17.1	397.4
Albuquerque Bestg. Co., Albuquerque, N. M.	KOB-TV	KOB	Ch. #2 54-60	8	15	18
American Bestg. Co., Chicago, Ill.	....	Network	Ch. #7 174-180	15	30	613
*Balaban & Katz Corp., Chicago, Ill.	WBKB	Paramount Subsidiary	Ch. #4 66-72	1.8	1.8	
Bamberger Bestg. Co., Washington, D. C.	WWBR	WOR New York	Ch. #9 186-192	24.5	30.25	Aur.: 473 Vis.: 453
Carter Publications Inc., Fort Worth, Tex.	KCPN	WBAP	Ch. #5 76-82	30.4	30.4	500
The Chronicle Publ. Co., San Francisco, Calif.	KCPR	S. F. Chronicle	Ch. #11 198-204	19.2	18.24	2,281
*Columbia Bestg. System Inc., New York City	WCBS-TV	WCBS	Ch. #2 54-60	1.72	1.72	Aur.: 965 Vis.: 937
Courier-Journal & Louisville Times Co., Louisville, Ky.	....	WHAS	Ch. #9 186-192	7.2	9.6	529
*Allen B. DuMont Labs. Inc., New York City	WABD	Equip. Mfrs.	Ch. #5 76-82	.723	1.81	626
Allen B. DuMont Labs. Inc., Washington, D. C.	WTTG	Equip. Mfrs.	Ch. #5 76-82	2.5	6.25	45
The Evening News Assn., Detroit, Mich.	WECP	WWJ	Ch. #4 66-72	17.7	17.1	588
The Evening Star Bestg. Co., Washington, D. C.	WTVW	WMAL	Ch. #7 174-180	15.2	14.25	543
*General Electric Co., Schenectaday, N. Y.	WRGB	WGY	Ch. #4 66-72	21.3	40	..
Havens & Martin Inc., Richmond, Va.	WTVR	WMBG	Ch. #3 60-66	6.4	12.2	465
Hearst Radio Inc., Baltimore, Md.	WWBT	WBAL	Ch. #11 198-204	17.2	32.6	500
Intermountain Bestg. Corp., Salt Lake City, Utah	KDYL-TV	KDYL	Ch. #2 54-60	7.2	13.2	542 (negative)
Iowa State College of A & M, Ames, Iowa	....	School	Ch. #4 66-72	10.4	13	506
King-Trendle Bestg. Corp., Detroit, Mich.	WDLT	ABC	Ch. #5 76-82	14	16	379
KRLD Radio Corp., Dallas, Tex.	....	KRLD	Ch. #4	To be determined	46	519
KSTP Inc., St. Paul, Minn.	KSTP-TV	KSTP	Ch. #5 76-82	6.48	13.68	547
National Bestg. Co. Inc., Cleveland, Ohio	....	Network	Ch. #4 66-72	19.5	19	568
*National Bestg. Co. Inc., New York City	WNBT	Network	Ch. #4 66-72	5.75	7	1,280
National Bestg. Co. Inc., Washington, D. C.	WNBW	Network	Ch. #4 66-72	10	13.3	302
National Bestg. Co. Inc., Chicago, Ill.	....	Network	Ch. #5 76-82	21.8	21.8	592
Oregonian Publishing Co., Portland, Ore.	KGWG	KGW	Ch. #6 82-88	11.2	10	984
The Outlet Co., Providence, R. I.	WJAR-TV	WJAR	Ch. #11 198-204	50	50	420
The Philadelphia Inquirer, Philadelphia, Pa.	....	WFIL	Ch. #6 82-88	9.3	18.1	500
*Philco Tele. Bestg. Corp., Philadelphia, Pa.	WPTZ	Equip. Mfrs.	Ch. #3 60-66	2.76	2.69	340
The Pulitzer Publish. Co., St. Louis, Mo.	KCBG	KSD	Ch. #5 76-82	To be determined	18.15	524
Radio-Television of Baltimore, Baltimore, Md.	WAAN	A M Applicant	Ch. #13 210-216	20	31.65	410
Raytheon Mfg. Co., Waltham, Mass.	WRTB	Equip. Mfrs.	Ch. #2 54-60	30.7	50	373
Scripps-Howard Radio Co., Cleveland, Ohio	WEWS	AM Cincinnati	Ch. #5 76-82	37.4	40	540
WBEN Inc., Buffalo, N. Y.	WTVN	WBEN	Ch. #4 66-72	7.2	14.4	378
Westinghouse Radio Stations Inc., Boston, Mass.	....	WBZ	Ch. #4 66-72	7.5	10	500
Wm. Penn Bestg. Co. Philadelphia, Pa.	....	WPEN	Ch. #10 192-198	26.4	25	676
WJAC Inc., Johnstown, Pa.	....	WJAC	Ch. #13 210-216	6.8	9	971
Zenith Radio Corp., Chicago, Ill.	WTZR	Equip. Mfrs.	Ch. #2 54-60	4.5	4.5	580

*Already licensed.

Video Applications

Applications Designated for Hearing and Awaiting Decision

Applicant	FCC File No.
American Bestg. Co. Inc. Los Angeles, Calif.	B5-PCT-81
Earl C. Anthony Inc., Los Angeles, Calif.	B5-PCT-12
Hughes Productions, Los Angeles, Calif.	B5-PCT-17
Don Lee Bestg. System, Los Angeles, Calif.	B5-PCT-23
National Bestg. Co. Inc., Los Angeles, Calif.	B5-PCT-24
Television Productions Inc., Los Angeles, Calif.	B5-PCT-160
Dorothy S. Thackrey, Los Angeles, Calif.	B5-PCT-165
Times-Mirror Company, Los Angeles, Calif.	B5-PCT-92
Bremer Bestg. Corp., Newark, N. J.	B1-PCT-57
American Bestg. Co. Inc., New York, N. Y.	B1-PCT-79
Bamberger Bestg. System Inc., New York, N. Y.	B1-PCT-15
Debs Memorial Radio Fund Inc., New York, N. Y.	B1-PCT-116
News Syndicate Co. Inc., New York, N. Y.	B1-PCT-83
WLIB Inc., Brooklyn, N. Y.	B1-PCT-114

Applications Being Held Up Pending the Disposition of Hearings in Related Cases

Applicant	FCC File No.
American Bestg. Co., San Francisco, Calif.	B5-PCT-158
Don Lee Bestg. System, San Francisco, Calif.	B5-PCT-22
Hughes Tool Co., San Francisco, Calif.	B5-PCT-18
Dorothy S. Thackrey, San Francisco, Calif.	B5-PCT-164
Maison Blanche Company, New Orleans, La.	B3-PCT-78
New England Theatres Inc., Boston, Mass.	B1-PCT-140
United Detroit Theatres Corp., Detroit, Mich.	B2-PCT-50
Allen B. DuMont Labs. Inc., Cincinnati, Ohio	B2-PCT-163
Allen B. DuMont Labs. Inc., Cleveland, Ohio	B2-PCT-161
Allen B. DuMont Labs. Inc., Pittsburgh, Pa.	B2-PCT-139
Interstate Circuit Inc., Dallas, Tex.	B3-PCT-94

Applications Awaiting Information Requested by the Commission

Applicant	FCC File No.
Crosley Bestg. Corp., Cincinnati, Ohio	B2-PCT-103
Crosley Bestg. Corp., Columbus, Ohio	B2-PCT-112
Crosley Bestg. Corp., Dayton, Ohio	B2-PCT-118
Radio Sales Corp., Seattle, Wash.	B5-PCT-95
Connecticut Television Co., Bridgeport, Conn.	B5-PCT-75
Institute Divi Thomae Foundation, Cincinnati, Ohio	B2-PCT-14
E. F. Peffer, Stockton, Calif.	B5-PCT-56
Jacksonville Bestg. Corp., Jacksonville, Fla.	B3-PCT-48
Philadelphia Daily News, Philadelphia, Pa.	B2-PCT-11
Fort Industry Co., Toledo, Ohio	B2-PCT-1

Applications Being Processed

Applicant	FCC File No.
Broadcasting Corp. of America, Riverside, Calif.	B5-PCT-30
Minnesota Bestg. Corp., Minneapolis, Minn.	B4-PCT-176
Associated Broadcasters Inc., San Francisco, Calif.	B5-PCT-46
WGN Inc., Chicago, Ill.	B4-PCT-326
Wm. H. Block Co., Indianapolis, Ind.	B4-PCT-126

Nielsen To Increase Audimeters in Use

Also Announces Promotions For Five Executives

PLANS to increase its radio research department by the addition of 600 audimeters were announced this week by the A. C. Nielsen Co., Chicago, marketing research organization.

Arthur C. Nielsen, president, said the increased number of audimeters would bring to a total of 2000 the sets used to audit each quarter hour period, but emphasized that the number did not mean the number of homes to be sampled. The additional instruments, he said, have been ordered due to favorable reception of proposals made recently to WLW, WOR and WGN, to augment the regular Nielsen Radio Index sample. Installations in other cities are contemplated after completion of the Chicago and New York pilot operations, Mr. Nielsen declared.

The company also announced a number of executive promotions, with five Nielsen officials being promoted to vice presidencies. These include A. B. Crawford, M. F. Chapman and E. A. Pettersen of the New York office, J. D. Pope of Chicago headquarters and H. Coates of the Toronto office.

J. P. Napier, president of the Nielsen Co. of Canada, has returned to the Chicago office to direct development of all new types of Nielsen research. His successor is D. M. Prather, a client executive in the Chicago office for eight years and vice president for the past three. Norwood Weaver, vice president, has been appointed assistant to the president, Mr. Nielsen said.

To Hold Ball

RADIO DIRECTORS GUILD, New York, will hold its first ball Nov. 25 at the Grand Ballroom of the Waldorf-Astoria in New York. Ed Byron, president of the guild, has appointed Theodore Gannon, director of radio for William H. Weintraub & Co., New York, as general chairman of the ball committee.

ROCKLAND
WHITE PLAINS
WESTCHESTER
Metropolitan News Roundup . . .a
BERGEN
YONKERS
MT. VERNON
PATERSON
PASSAIC
BRONX
PASSAIC
WEAF
NBC
MANHATTAN
MONTCLAIR
ESSEX
QUEENS
JAMAICA
E. ORANGE
NEWARK
BROOKLYN
ELIZABETH
UNION
STATEN ISLAND
LAINFIELD
MIDDLESEX
N
W
E
S
SCALE OF MILES

..another of WEAF's great new shows

Until WEAF started its newest program, Capetown and Murmansk were *nearer* than Larchmont, Brooklyn Heights, Newark, Riverdale or Flushing. To radio listeners within a 50-mile radius of New York City, word from Capetown, South Africa—on such newscasts as NBC's *World News Roundup*—was more familiar than news of their own neighborhoods.

But now these and scores of other communities receive local on-the-spot, integrated newscasts each Monday through Friday. Headlines, bulletins and human interest stories are broadcast from 12:15 to 12:30 p. m., direct from the newsrooms of co-operating newspaper organizations: *Bronx Home News, Brooklyn Eagle, Long Island Daily Press, Newark Star-Ledger* and the news bureau of the Westchester County daily newspapers. Specially assigned newscasters are called in by the WEAF newsroom to report the day's events hot off the editors' desks.

The result: *Metropolitan News Roundup*, a program alive with local interest, tailored expressly for WEAF's home-town communities. Further result: WEAF becomes the first station to offer a co-ordinated local news service, in addition to superlative world-wide coverage.

THE NATIONAL BROADCASTING COMPANY

NBC Leads in Television Network Plans

Progress Reported In Coaxials, Relays

NETWORKS may be even more important to television than to radio because of higher cost of producing television shows. Progress is being made in many types of long distance transmission systems including coaxial cable, radio relay, the dramatic Stratovision, and others. Here is a summary of them all.

NBC, which 20 years ago this fall put together the first permanent radio network to such good effect that its facilities have ever since been first choice of network advertisers, bids fair to duplicate that achievement in television. Working without fanfare, NBC has talked television to its affiliates, has advised them on the planning, construction and operation of video stations based on NBC's own experience with more than seven years of telecasting on a regular schedule, has pointed out the advantages of getting into television as early as possible.

One result of these missionary labors is that of the 36 video stations authorized for commercial operation—six now on the air, 32 with construction permits—18 have been assigned to NBC and its AM affiliates. The network itself operates WNBT New York; has construction permits for stations in Washington, Chicago, Cleveland. It hopes to be on the air in Washington by the end of this year.

At that time, NBC will begin regular network service between New York and Washington via AT&T's coaxial cable. Programs will travel largely from New York to Washington at first, as the freeze on construction and the difficulty in obtaining studio equipment has held up completion of Washington video studios, but NBC hopes shortly to start networking programs from the Capital.

CP Holders

NBC affiliates already holding video construction permits include: WBZ Boston, WBAL Baltimore, WWJ Detroit, KSTP St. Paul, KSD St. Louis, KOB Albuquerque, WBEN Buffalo, KGW Portland, WJAC Johnstown, WJAR Providence, WBAP Fort Worth, KDYL Salt Lake City, WMBG Richmond.

ABC, which has been experimenting with video production for more than a year, purchasing or otherwise arranging for time on five video stations on which ABC has produced programs, both sustaining and for advertisers, has received CP's in Chicago and Detroit, has applications in for stations in New York, Los Angeles and San Francisco. WMAL, ABC affiliate in Washington, has received a CP in that city.

Network hopes to get a transmitter and enough initial studio equipment to permit it to get on the air with one station of its own by the first of the year. If it has received a CP in New York by that time, the first ABC video station will be built in that city. If not, ABC will make its television station debut in either Chicago or Detroit.

In view of the FCC ruling limiting video station ownership by a single organization to five, ABC chose its cities on the following three factors, according to Paul Mowrey, national director of television:

"1. Proximity to ABC standard radio stations: When both types of stations operate in the same city, each increases the value of the other. Additionally, information, services and personnel can be exchanged to the advantage of both.

"2. Proximity to potential television advertisers: A television broadcaster cannot sell a show by describing it or by putting it on a platter and playing it in an advertiser's office. A prospective sponsor wants to *see* the show he's buying. Consequently the importance of building studios near those industries and businesses most likely to advertise over television.

"3. Proximity to entertainment talent: Although this point is not so important as the other two, it was given consideration in the selection of cities.

Widely Separated

"In addition to these points," Mr. Mowrey added, "ABC of course recognized that its owned and operated stations should be widely distributed to facilitate coverage of special events which we believe will be even more important in future television programming than it is today."

In lining up video affiliates, Mr. Mowrey said that ABC is giving first refusal to its AM outlets but that in cities where the ABC station is not interested in going ahead with television other affiliations will be made. A number of stations are already lined up and will be announced shortly, he said.

Mutual expects to operate in television as it has in AM broadcasting, without owning or operating any stations itself but functioning in the interests of the stations owned by its stockholders and affiliates. This plan may be changed if television should unexpectedly develop into a medium radically different from sound broadcasting.

WOR, Mutual's New York key station, has received a commercial video CP for Washington, has an application in for New York. If this and the video applications of other MBS stations are approved, the network's outlets will be operating television stations in New York, Philadelphia, Washington, Boston, Pittsburgh, Cleveland, Detroit, Chicago, Los Angeles and San Francisco.

No CBS Plans

CBS has no network plans in the field of commercial television under present standards, has devoted its efforts toward getting television shifted into the ultrahigh frequencies in the neighborhood of 500 mc, where wideband transmission, providing color and higher definition black-and-white images, can be had. CBS operates WCBW New York as a commercial station on present standards. Two CBS affiliates, WHAS Louisville and KRLD Dallas, have CP's for commercial video stations.

Allen B. Du Mont Laboratories, although not operating an AM network, has definite network plans for television. Manufacturer of cathode-ray tubes and of video receivers, the Du Mont organization also operates a commercial television station in New York, WABD, and an experimental station, W3XWT, in Washington, where it has received a commercial video CP. Company has applications for other commercial television stations in Pittsburgh, Cleveland and Cincinnati and in addition to its own stations expects to line up affiliates from coast-to-coast, envisaging a Du Mont network of some 50 stations in operation within three years.

Networking of television programs has to date consisted of pickups of broadcast signals from one station for direct rebroadcast by another one nearby or by coaxial cable transmission, but several companies are developing microwave radio relay systems which can be used for sending video programs across the country.

All companies intending to provide video network program service have the same general idea of providing their affiliates with programs on film until coaxial cable or radio relay facilities are available for the networking.

American Telephone & Telegraph Co. first tested television transmission by coaxial cable before the war between New York and Philadelphia, notably in bringing telecasts of the Republican National Convention of 1940 from Philadelphia to New York for broadcasting by WNBT. The Washington-New York link of coaxial was the next to go into video service, making its debut by sending the Lincoln's Day ceremonies from the Capital to New York in February of this year.

AT&T Pushing Cables

AT&T is pushing cable installation rapidly, hopes to have a transcontinental hookup completed by the end of 1947. Work is under way on the southern transcontinental route, with cable plow trains now operating as far west as El Paso, the company reports, explaining that this part of the network is being pushed because of the immediate need along that route for the additional telephone circuits which the cable will provide, rather than for video purposes. Most of the cable in the network will contain eight coaxial units, enough to carry 1800 phone conversations simultaneously, or video programs and fewer phone conversations.

Cable now being laid along the Dallas-Los Angeles route contains the new larger coaxial "pipes" measuring .375" across instead of the .27" diameter of previous cables. With the larger "pipes" amplifying stations can be built about eight miles apart, instead of five and a half miles, and main repeater stations spaced up to 150 miles apart instead of the maximum of 90 miles for the smaller coaxials.

AT&T also reports progress in the construction of its New York-

(*Continued on page 78*)

AS STARTER for new CBS *Eddie Bracken Show* (Texaco), Buchanan & Co., agency handling account, played host to industry and agency figures with reception at Beverly Hills Club. Taking time out from proceedings (l to r): Donald W. Thornburgh, CBS Western Division vice president; Mr. Bracken; John Hertz Jr., chairman of the board and treasurer of Buchanan & Co., New York; Fred M. Jordan, executive vice president in charge of West Coast operations for the agency.

WSM's GRAND OLE OPRY

Goes to Town!

The "Grand Ole Opry," twenty-one year old WSM program creation, has its biggest audiences in small communities and farm homes. It was designed that way.

But, like all WSM program creations, it is aimed to please both metropolitan and farm family circles.

So, it was with pleasure but no great surprise that we read the September 15 Hooper-ratings to learn that the half-hour of our "Grand Ole Opry" broadcast for Prince Albert over NBC (Saturdays, 10:30 to 11:00 p.m., EDST) was in the top fifteen of all programs on the air.

We hope Mr. Hooper and his associates will some day be able to measure the listening audiences in remote areas, where WSM's clear channel and 50,000 watts sends programs each day in the year which are as much a part of their home life as the kitchen stove.

Mr. District Attorney	14.6
Charlie McCarthy	14.1
Screen Guild Players	13.1
Walter Winchell	12.9
Burns and Allen	11.9
Judy Canova	11.6
Lux Radio Theatre	11.5
Dr. Christian	10.9
Hollywood Players	10.5
Suspense	10.3
Grand Ole Opry	**10.2**
Evening With Romberg	10.0
The Man Called X	10.0
Dr. I. Q.	9.8
Album of Familiar Music	9.7
The Hit Parade	9.7

HARRY STONE, *Gen. Mgr.*
JACK HARRIS, *Asst. Gen. Mgr.*
WINSTON S. DUSTIN, *Comm. Mgr.*
EDWARD PETRY & CO., *National Representatives*

The Best in Broadcasting

WSM
NASHVILLE

That's Kansas City!

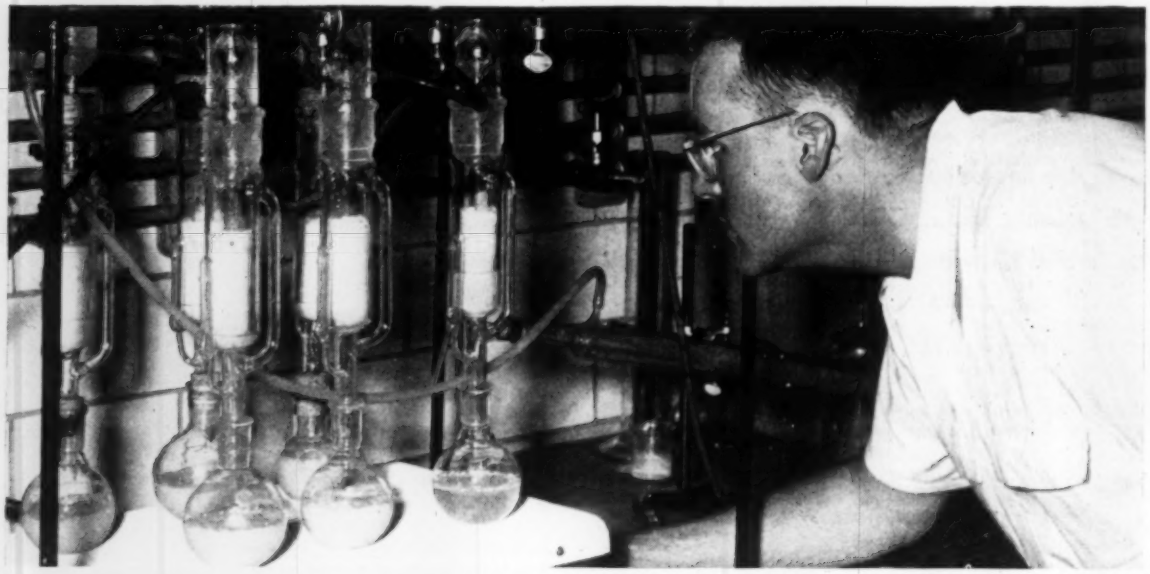
HOME OF THE MIDWEST RESEARCH INSTITUTE

— One of the nation's 4 great research laboratories, with a staff of 80 scientists headed by Harold Vagtborg.

— Engaged in agricultural and industrial research for wider utilization of midwestern resources.

— Founded by Kansas City businessmen and operated on a nonprofit basis for the benefit of 20 million people in 6 midwestern states.

— A potent factor in increasing midwestern industrialization and diversifying midwestern economy.



WIDE WORLD PHOTO

Radio·Responsive to

WDAF

The Kansas City Star Station

610 Kilocycles
BASIC NBC

More than 5 million persons live within WDAF's half-milivolt area—and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

Represented Nationally by EDWARD PETRY & CO., Inc.

BBC Sees Video as Distinct New Medium

Wide Variety of Programs Offered; Films Boost Set Sales

By DENIS JOHNSTON
BBC Television Program Director

SEEING in television a distinct new entertainment medium, rather than a combination of stage and screen, British Broadcasting Corp. is sparing no expense or effort to give set owners a wide variety of programs, says Denis Johnston, BBC television program director. In his own style, Mr. Johnston presents herewith a comprehensive picture of BBC's television operations and ambitions. To help dealers demonstrate and sell sets, BBC telecasts films each day.

A native of Dublin, born in 1901, Mr. Johnston was educated in Dublin and Edinburgh, studied at Harvard (USA), and practiced law in England, 1925-27, later in Ireland. He became interested in the theatre and in 1934 was named stage manager of Westminster Theatre. Later he became director at the Dublin Gate Theatre and in 1936 he joined BBC. During the war he was a war correspondent for BBC.

AT ABOUT 8:30 in the morning things begin to move at Alexandra Palace, the hill-top home of British television, about eight miles from the center of London. From then on, for about 14 hours a day, the place buzzes like a hive.

First on the job is the scene staff of the day, carting scenery across from the carpenters' shop and from the stage of the great disused theatre where the bulk of it is set up and painted well in advance. The flats and props earmarked for an entire day's programs are hoisted up into the local scene dock, and trucked along the busy corridor to be set up in the two studios in accordance with the producers' plans.

Preparations

By about 10 o'clock, by which time the program and engineering staffs are in their offices, one studio is generally ready to be lit, and the lighting crews are switching on their arcs under the direction of a senior engineer. But to get a complete cross section of the work of the Television Service, you should come back about an hour and a half later when you will probably find a variety bill for the afternoon program in full rehearsal in one studio, while in the other studio, the producer of the evening's play is lining up the cameras for the first run-through of a long day's work.

The transmitter is already on the air, pumping out the demonstration film that is radiated every morning for the benefit of radio dealers. A dance band is probably running through its numbers in the band room. While down in the center of town, where the greater part of our rehearsing is done, about six or seven more producers are hard at work with the casts of forthcoming plays that are in various stages of development.

Meanwhile the office work goes on—the scripting and adapting of projected programs, the preparation of designs and floor plans, the booking of artists, the making and hiring of costumes, the negotiations for outside broadcasts, and all the thousand and one arrangements that are necessary to the running of any broadcasting service.

British Television has two features that stamp it as something more than an experiment. Firstly, it provides in the afternoon and in the evening, a regular seven days a week service for viewers. The actual hours of transmission vary considerably from 42 hours in the week as our upward limit to date, down to 27 as our lowest. Secondly, the programs that it radiates are practically all live, produced specially for the medium. Thanks to the experience gained during those three years of television before the war, we feel that we are no longer testing out a new toy.

Enormous technical developments are still to come, but the bulk of our viewers have long since passed the stage when the mere sight of a picture on the screen is a thrill in itself. They want more than good reception. They want programs of quality. They want good presentation. And these are the problems that are our major concern today on the production side.

Already we can see with startling clarity that we are not at work on something that is an offshoot of either stage or screen. Television is neither the theatre seen through an oblong peephole, nor a convenient means of distributing moving pictures. It is a medium of communication and entertainment in its own right—a medium that has its roots in broadcasting. And the artists who excel in it have already learnt something of its enormous possibilities.

This is at the back of our tremendous belief in the importance of live transmission. It is true that we use film for demonstration purposes in the mornings, but this is because we wish to give dealers something to show on their sets, and under present conditions we are working to the utmost limit of our live program hours already. It is also true that during regular transmission hours we include a certain number of cartoon films and shorts for the amusement of children, and in order to relieve studio congestion during the process of striking and setting. What is more, we use film to make a permanent record of public events and personalities in somewhat the same way as disc recordings are made by the sound departments. The fact remains that the hard core of our programs is always live, and will continue to remain so, however tempting it might be to solve a few of our problems by turning ourselves into distributors of canned vision.

This is not just due to a longing to do things the hard way. It is more that with the coming of better definition and the big screen, television will be used for public exhibition to mass audiences, in which case cinematograph film will be perfectly appropriate. But this is not television in our present sense of the term. In our experience, the small screen and the comparative privacy of the home requires a completely different method of presentation and of production. And for this, a live performance will almost always be best even though it involves us in an enormous turnover of program material.

Full-Length Plays

Our present output is naturally determined by the size of our staff and by the amount of our studio space. Our two studios measure roughly 70 ft. by 30 ft. and are each 20 ft. in height. Outside broadcasts of public and sporting events may come at any hour of the day, and they frequently extend our transmission hours to a very great extent. But normally our studio programs run for an hour to an hour and a half during the afternoons, followed by anything up to two hours during the evenings. We usually reckon on presenting three full-length plays or features a week, two of which are usually repeated for a second performance. Sometimes we take one of these plays as an outside broadcast direct from the stage of a West End theatre—particularly so in the case of a farce or revue, where audience reaction is of importance to the performance. More frequently, the cast is brought to the studio on a Sunday night, where the existing production is adapted to television. But most frequently of all, our plays are adapted, cast, rehearsed and produced specially for television by one of our own producers.

On the variety side we present anything from two to four half-hour programs a week, most of which are fitted into the framework of a standard form, such as *Cabaret Cruise* or *Serenade in Sepia*. Ballet presentations follow each other about once a fortnight, according to availability of various companies. Then there is a regular series of weekly or fortnightly programs on fashion, cookery and design; *Guest Night*, introducing well-known personalities discussing set subjects; composers at the piano; star instrumentalists; a fortnightly illustrated talk on current world events known as *News Map*, and public service features illustrating and explaining topics of general interest such as bread rationing.

MR. JOHNSTON

Advance Scheduling

Finally we have—or are about to initiate—a number of fixed point programs every week, each handled by its own editor or producer; *Picture Page*, a weekly presentation of interesting people who happen to be in town; a magazine program; a comic strip; a Saturday night round-up of the week's news; and a *Telecrime*. Interspersed amongst these regular items are, of course, particular programs of varying importance and of short or longer duration as program time permits, the whole range for any week being scheduled nearly two months in advance.

The enormous turnover of program material that television involves can be seen in the fact that during the 100 days from the reopening of the service in June to mid-September, 40 plays and feature programs have been adapted, designed, rehearsed and produced.

Somebody once remarked that programming for television was rather like running seven or eight repertory theatres in parallel, and the analogy is a fair one if you add to this a couple of variety halls, a municipal institute and a night club. However arduous it may be, there can be few jobs in which one can have a more exciting experience in watching a new organism growing and developing week by week. By a continual process of trial and error, it is hammering out an entirely new technique that already is showing signs of taking a permanent shape.

Delegates to TBA Convention

A

Abel, J. A., Henry J. Kaufman & Assoc. Washington
Abramovich, M., Telectronics Service & Supply Co., New York City
Alberti, Jules, Myron Selznick Ltd., New York City
Alexander, C. H., NBC
Alexander, M. J., Allen DuMont Labs. Inc.
Alger, Paul, WTTM Trenton
Alicoate, John W., The Film Daily, N. Y. City
Allen, John E., John E. Allen, Inc., Rochester
Alley, P., NBC
Allman, Frederick L., Washington, D. C.
Armstrong, J., Allen DuMont Labs. Inc.
Arnolds, Otto, Bristol Bestg. Corp., Newark
Arries, Leslie, Allen DuMont Labs. Inc.
Atkins, C. E., Tung-Sol Lamp Works, Chicago

B

Baker, Russ, WOW Omaha
Balaban, Burt, Paramount Pictures, N. Y. C.
Balaban, John, Balaban & Katz Corp., Chicago
Barnes, Frank P., Gen. Elec. Co., San Francisco
Barrett, A. E., British Bestg. Corp., N. Y. C.
Bartlett, Kenneth G., Syracuse Univ., Syracuse
Batchelor, George S., Armstrong & Co., New York City
Beck, Howard J., Farnsworth Television & Radio Corp., Fort Wayne
Beck, Joseph H., WTCN Minneapolis
Beckjorden, H., American Assn. Advertising Agencies, New York City
Beers, C. L., RCA Victor Div., Camden
Beers, J. R., North Amer. Philips Co., N. Y. C.
Berner, Robert C., Emerson Radio & Phono, N. Y. C.
Bettinger, Hoyland, N. Y. C.
Bevis, C. C., NBC
Black, Alec, Paramount Pictures, N. Y. C.
Blackwell, R. E., International Film Foundation, N. Y. C.
Bliss, Vincent R., Earle Ludgin & Co., Chicago
Bloom, Aaron S., Kasper-Gordon, Inc., Boston
Bockoven, L. F., Western Electric, N. Y. C.
Bonwit, Stuart E., Elec. engineer, Naval Ord. Lab., Washington
Boucheron, Pierre, Farnsworth Television, Fort Wayne
Boundy, Glen C., The Fort Industry Co., Washington
Bowman, Willard E., Newark Star Ledger, Newark
Bowry, Walter A., Jr., Havens & Martin, Inc., Richmond
Boxell, Paul J., Farnsworth Television, Fort Wayne
Boyer, M. R., E. I. DuPont, Parlin, N. J.
Boyle, H. G., North Amer. Philips Co., N. Y. C.
Braun, Harry B., Radio City Music Hall Corp., N. Y. C.
Bremer, Frank V., Bremer Broadcasting Corp., Newark
Bristol, Raymond W., Radio Inventions, Inc., N. Y. C.
Brolly, Arch, Balaban & Katz Corp., Chicago
Brown, Charles R., Fuller & Smith & Ross Inc., N. Y. C.
Brown, J. E., Zenith Radio Corp., Chicago
Brown, Robert W., International News Service, N. Y. C.
Bub, Garry, Stewart-Jordan Co., Philadelphia
Bullock, J. Cunliffe, The Outlet Co. WJAR Providence
Burbank, M. L., The Outlet Company, Providence
Bureau, G. V., North American Philips Co., N. Y. C.
Butcher, Blayne, Newell-Emmett Company, N. Y. C.
Butterfield, Walton, H. B. Humphreys Co., N. Y. C.

C

Caddigan, James L., Paramount Pictures, Benton
Caldwell, O. H., Caldwell-Clements, Inc., N. Y. C.
Campbell, R. L., Continental Television Corp., Boston
Carlson, Edward, The Rauland Corp., Chicago
Carpenter, H. K., United Bestg. Co., Cleveland
Carson, J. M., Beaumont British Picture Corp., Ltd., London, England
Carter, Hervey, Radio Voice of N. H., Inc., Manchester
Case, Charles Z., Eastman Kodak Co., Rochester
Chamberlain, Paul, Gen. Elec. Co., Bridgeport
Chambers, A. B., Allen DuMont Labs. Inc.
Chambers, Joseph H., Chambers & Garrison, Washington
Chameroy, A. T., Sears, Roebuck & Co., Chicago
Chandler, Vincent, Radio Voice of N. H., Inc., Manchester
Christensen, Hal, Caravel Films, N. Y. C.
Clark, R. W., NBC
Clark, W. A., NBC
Class, Carl, Francis I. Dupont & Co., N. Y. C.
Coe, F. H., NBC
Clement, Lewis M., Crosley Corp., Cincinnati
Clements, M., Caldwell-Clements Inc., N. Y. C.
Cocker, Henry N., Foulkrod Radio Eng. Co. (WTEL), Philadelphia
Coerne, Jack, Erwin, Wasey & Co., N. Y. C.
Cole, Edward C., Yale U., New Haven
Colling, E. S., NBC
Colter, Bertram, Radio Voice of N. H., Inc., Manchester
Cone, William W., Radio Corp. of America, N. Y. C.
Conley, J. B., Westinghouse Radio Stations, Philadelphia
Cook, Alan A., Wollensak Optical Co., Rochester
Cook, Alice, American Bestg. Co., N. Y. C.
Cook, Frank, National Radio Inst., Washington
Cook, M. H., Bell Telephone Labs., Whippany
Coon, Richard E., Speidel Newspapers, Inc., Poughkeepsie
Cooper, J. C., Philco Corp. of Canada, Ontario
Cottington, C. H., Erwin Wasey & Co., N. Y. C.
Coulter, L. O., McCann-Erickson, N. Y. C.
Cramer, Leonard, Allen DuMont Labs. Inc.
Crawford, Newton, Paramount Pictures, N. Y. C.
Creutz, John, Consulting Radio Engineer, Washington
Cridor, Wickliffe W., BBDO, N. Y. C.
Crossland, Henry A., Hughes Production, Hollywood
Crotty, A. B., NBC
Crum, R. H., Standard Oil of N. J., N. Y. C.
Cuff, Samuel, Allen DuMont Labs. Inc.
Cunning, Patrick Michael, Edgar Bergen Tv. Prod., Hollywood
Cushman, W. A., E. I. duPont de Nemours, Wilmington
Cyr, Guy C., Noblitt-Sparks Industries, Inc., Columbus
Czarnikow, George, Wollensak Optical Co., Rochester

D

Danzig, Jerry A., N. Y. C.
Davis, O., NBC
Dean, Charles E., Hazeltine Electronics Corp., Bayside, L. I.
Deane, Albert, Paramount Pictures, N. Y. C.
Degener, E. L. National Radio Institute, Washington
De Jaager, Fred, Empire Bestg. Corp., N. Y. C.
Denis, Jack, Denis Outfitting Co., N. Y. C.
Diance, Harry, Fuller & Smith & Ross, N. Y. C.
Dibert, George, J. Walter Thompson Co., N. Y. C.
Dickinson, John, Paramount Pictures, N. Y. C.
Dobyn, C. Merwin, Consolidated Bestg. Corp., Long Beach
Doherty, W. H., Bell Telephone Laboratories, Whippany
Doll, Dr. E. B., North American Philips Co., Irvington
Donato, Jose Di, Doherty, Clifford & Schenfield, N. Y. C.
Doolittle, Franklin M., WDRC Hartford
Dorman, William K., John W. Perry Assoc., N. Y.
Doughney, Joseph, Paramount Pictures, N. Y. C.
Doyle, H. R., W. L. Hurley Co., Camden
Dressler, Robert, Paramount Pictures, N. Y. C.
Drobena, Ann, Television Associates, Inc., Chicago
DuMont, Allen B., DuMont Labs., Passaic, N. J.
Dunlap, Orrin E., Radio Corp. of America, N. Y. C.
Durban, C. J., U. S. Rubber Co., N. Y. C.

E

Ebel, A. James, Peoria Bestg. Corp., Peoria
Eddy, Capt. W. C., Balaban & Katz Corp., Chicago
Emery, Robert, Allen DuMont Labs. Inc.
Erickson, Rodney, WOR, N. Y. C.
Eshleman, Paul, Allen DuMont Labs. Inc.

F

Faber, Peter J., Montgomery Ward & Company, Chicago
Farnsworth, Philo, Fryeburg
Farnsworth, Mrs. Philo, Fryeburg
Farrell, Walter F., The Outlet Co., WJAR Providence
Feldt, Rudolf, Allen DuMont Labs. Inc.
Fergusson, Robert L., Adam, Meldrum & Anderson Co., Buffalo
Fischer, F. W., Westinghouse Electric Corp., Baltimore
Fisher, Alexander, Commercial Radio-Sound Corp., N. Y. C.
Fitzgerald Advertising Agency, New Orleans
Flocken, L. B., Oak Mfg. Co., Chicago
Flory, John, Grant Flory & Williams, N. Y. C.
Ford, C. D., E. I. du Pont de Nemours, Wilmington
Forrestal, James, Ansco Div., General Aniline & Film Corp., N. Y. C.
Foster, A. E., Lever Bros. Co., Cambridge
Foster, Kendall, William Esty & Co., N. Y. C.
Frank Jr., James, National Simplex Bludworth, Inc., N. Y. C.
Franklin, Edward, Newell-Emmett Company, N. Y. C.
Friedlich, Ruth, Cine-Television Studios, Inc., N. Y. C.

G

Gannon, Theodore, William H. Weintraub & Co., N. Y. C.
Ganzenhuber, J. H., Western Electric Co., N. Y. C.
Garceau, John S., Farnsworth Television & Radio Corp., Ft. Wayne
Genock, E. P., Paramount News, N. Y. C.

(Continued on page 50)

THE HEART OF TEXAS

—belongs to Kabc

Month after month—from 600 cities in more than 150 Texas counties—the family of KABC listeners write their comments, thoughts, brickbats and bouquets—to the air personalities that have become a part of the daily life deep in the heart of Texas.

From the standpoint of buying power, the rich and productive area served daytime by KABC is the very heart of Texas.

Immediate and generous response to every bid for mail broadcast over KABC gives evidence of tremendous listener loyalty throughout this great territory.

Any way you figure it, "The Heart of Texas belongs to KABC!"

Write for mail-pull facts that will open your eyes to new sales possibilities in Central Texas.

50,000 WATTS
Day
10,000 WATTS
Night

Kabc
SAN ANTONIO

GENE L. CAGLE
President
CHARLES W. BALTHROPE
Station Manager

Represented Nationally by WEED & COMPANY

AMERICAN BROADCASTING COMPANY • TEXAS STATE NETWORK

it takes LISTENERS to give a station LEADERSHIP

The station with the most listeners in any one market is the leading station in that market.

WMC not only has the most listeners in Memphis, but it shows consistently good response from those listeners.

Getting the greatest possible listener response is the prime purpose of any advertising campaign.

WMC ★ **MEMPHIS • NBC • 5000 WATTS**
DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES, THE BRANHAM CO.
MEMPHIS' ***DOMINANT*** RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"

SYNCHRO-LITE
the new
SHUTTERLESS FILM PROJECTOR FOR TELEVISION STATIONS

35-mm. SYNCHRO-LITE PROJECTOR

For better film programming in your television station, General Electric offers the new simplified 16- and 35-mm Synchro-Lite projectors—television's greatest single advancement in film projection technique.

✓ CHECK THESE FEATURES

- **New Achievement in Precision Timing** — Super-brilliant pulsed light source, *electronically* timed by station synchronizing generator. No rotating shutter.
- **Greater Simplicity**—No shutter mechanism. Fewer moving parts.
- **Higher Peak Illumination** More light—less heat.
- **Better Efficiency** — Lower power consumption. "Light-on" time only 4% of cycle, approximately. Smaller driving motor.
- **Quieter Operation**—Fewer moving parts, less noise and vibration.
- **Non-Critical Motor-Phasing** — Phasing tolerance many times that of conventional systems.

For the quick facts on G-E Synchro-Lite projectors call your nearest G-E broadcast sales engineer or write the *Electronics Department, General Electric Company, Syracuse 1, N. Y.*

See Television in action at General Electric's station WRGB in Schenectady now. Ask your broadcast sales engineer to plan your visit.

← HOW G-E SYNCHRO-LITE PROJECTOR WORKS!

Capillary lamp is timed to flash during flyback time of the scanning beam in the pick-up tube. Width of the light pulse is adjusted so that it is less than the vertical blanking period. With this system, mechanical shutters are unnecessary!

GENERAL ELECTRIC

150 EA-19 2

September Pulse Says Listening Up

Winchell Hits Top Spot Again With Lux Show Second

SEPTEMBER radio listening was higher than in September 1945 in addition to making its normal recovery of the summer loss, according to Pulse Inc., N. Y.

Average quarter-hour sets-in-use, said Pulse, were 22.6 in September of this year, against 19.5 in September 1945 and 20.9 in August 1946.

Pulse listed top evening shows for September as follows: *Walter Winchell*, 16.3 (against 11.0 in August); *Lux Radio Theatre*, 15; *Chase & Sanborn Program*, 15.0 *Suspense*, 13.3 (against 12.3 in August); *Crime Doctor*, 13.3; *Theatre Guild*, 12.7; *Screen Guild*, 12.7 (against 10.3 in August); *Inner Sanctum*, 12.7; *Hiroshima*, 12.3; *Gang Busters*, 12.0 (against 9.3 in August).

Daytime ratings: *Evening Ballroom*, 6.1 (5.3 in August); Harry Clark-News, 5.9 (5.5 in August); *Morning Ballroom*, 5.9 (5.8 in August); *Aunt Jenny*, 5.5. (5.4 in August); *Kate Smith Speaks*, 5.5 (6.1 in August); *Bachelor's Children*, 5.4; WOR 8 a.m. News, 5.3 (6.2 in August); *Helen Trent*, 5.3 (same in August); *Breakfast in Hollywood*, 5.3 (same in August). and *Our Gal Sunday*, 5.2.

Saturday and Sunday daytime ratings: *Counterspy*, 10.3 (6.3 in August); Giants-Brooklyn, 9.7 on both Saturday and Sunday; Frank Kingdon, 8.0; *Sports Extra* (Sat.), 6.7; *Children's Hour*, 6.7 (5.7 in August); *The Shadow*, 6.7; *Jean Sablon*, 6.3; C. McCarthy-News, 6.0; *Morning Ballroom*, 6.0 (5.0 in August).

Radio Directors Guild Receives AFL Charter

SPECIAL CEREMONY was held last week at the Barbizon Hotel in New York when the Radio Directors' Guild was formally presented its international charter in the AFL.

William Collins, AFL regional director, presented the charter and installed the following international RDG officers: George Zachery, New York, president; Ed Byron, New York; Burr Lee, Chicago, and Paul Franklin, Hollywood, all vice presidents; Earle McGill, New York, secretary, and Lyle Barnhart, Chicago, treasurer.

FM Clinic

ESTABLISHMENT by Radio Engineering Laboratories Inc. of an FM engineering clinic, with its first three-day session scheduled to begin Dec. 2, has been announced by Frank A. Gunther, REL vice president. Clinic will be devoted to discussion of problems of FM broadcasting engineers.

Advertiser Tried Everything In Two Years of Television

Many Experimenters in Video Have Had Rare Chance To Learn During Low Cost Trial Period

By ARDIEN B. RODNER
Director of Special Promotions, Commonwealth Edison Company

TELEVISION advertisers have had a "once in a lifetime" opportunity during the last couple of years to "spin the compass and find North" on many types of shows and for some 300 different products with an entirely new advertising medium. They've had a chance to develop selling techniques for a sales medium more potent than any we have yet encountered . . . more powerful than many can comprehend even after seeing it demonstrated.

Until recently, the tuition for that learning has been at an "incidental fee" level. The opportunity is still present, but from now on the tuition for gaining television commercial know-how on an objective trial and error basis is going to become more and more costly.

Chance to Learn

I don't know of any individual or organization that can claim to have taken full advantage of the passing period of bargain-price experimentation, but I believe we at Commonwealth Edison Company have had a better opportunity to learn than most.

Very early in our experiments with television programs and commercial techniques, well over a hundred shows ago, we decided that some check on the results of our efforts was desirable.

So, we obtained four television receivers which we moved around to different locations so we would always have a guinea pig audience. We obtained their reactions by observations—someone was always present to mark audience reactions on the script—and by questionnaires, which we asked them to fill out. The audiences varied in size from 30 to 400 people.

At present, we set up receivers in a different appliance dealer's store each Friday and supply him with printed invitations which he sends out to his customers. Then we show that audience our own television program "Telequizicals" which is on the air every Friday at 8 o'clock.

Slide Lecture

Of course, after our television show is over and we collect the questionnaires, we don't want to waste audiences like that, so we give them slide lecture programs on electric living. This makes the dealers happy too. One dealer told me he sold two electric kitchens and four ranges after one of these demonstrations.

Last year we decided we would like to make some studies of transient audiences which are about the toughest audiences you can find. So we set up two receivers in our downtown store and watched the reactions of store traffic during the Wednesday afternoon program periods. We checked reactions to other shows as well as our own, and compared results.

AFTER 15 YEARS in advertising agency work A. B. Rodner has been with Commonwealth Edison Co., Chicago public utility, for the past six years as director of special promotions. This encompasses television, in which Commonwealth Edison is a Chicago pioneer, having started its video experiments in 1944. "Telequizzicals" is the fifth in a series of experimental ideas being tried out by the company.

In addition to audience studies and questionnaires, we have also used telephone surveys in our tests and some of the things we have learned have been very interesting. For example, we found in a study of the questionnaires that the dramatic shows were given top preference with audience participation running a close second. Educational programs, however, were far down the list which bears out the often proved point that the public resents having education thrust at it unless it is wrapped up in a disguise of entertainment. In one series of tests, we included space on the questionnaire for the audience to indicate which would be preferred—education or entertainment in television programs. You've probably guessed the answer—the vote was 19 to 1 in favor of entertainment.

Attention Drop

In another test we learned that there is a very sharp drop in audience attention on a direct sales pitch after 43 to 45 seconds. We arrived at that answer by asking the question "Did the commercial detract in any way from your enjoyment of this program?" Then we varied the length of the commercial. When the commercial ran 45 seconds or less, 76½% of the questionnaires showed no objection to the commercial, 14% did object and 9½% did not answer. However, on commercials that ran 45 to 60 seconds, the percentage of those who did not object dropped to 59, while 31% did object, 10% did not answer. When the sales pitch ran as long as 90 seconds only 31% did not object, 61% did object and 8% did not answer. This test was carried through 21 shows and over 1100 questionnaires.

Yet, in a 20-minute dramatic comedy series we had on the air last year, we found that a three-minute commercial written right into the dialogue was not objectionable. In fact, several people, after seeing the show, asked if that was all the commercial television programs would have and one critic said that while he was watching for the commercial it was half over before he realized that that was it. And still the questions asked after the program, and the interest shown in electric ranges, the product we plugged, indicated very good product identification.

Most of our figures apply to specific tests which would require too much interpretation and explanation to be included here, but it is all information that will be invaluable to us when television receivers, soon to arrive by the thousands, will make television the most potent advertising medium of them all.

NAB Soon to Move Into New Building

Reconstructed House to Be Ready by Dec. 1

NAB WILL move into its new headquarters late next month, when extensive reconstruction of the building at 1771 N St., N. W., Washington, is far enough advanced to permit occupancy.

Permission to go ahead with a $30,000 program of rebuilding was granted last Wednesday by Civilian Production Administration.

NAB was thrown out of its Normandy Bldg. headquarters in 1942 when the Government appropriated the site, acquiring a four-story row house at 1760 N St., across the street from the building purchased last summer for approximately $200,000. CPA took cognizance of the fact that broadcasting is an essential industry, and that industry and association expansion made the present quarters inadequate.

Little Scarce Material

Contract for repairs and alterations will be let in a few days. James L. Middlebrooks, NAB director of engineering, has developed a construction program that will use a minimum of scarce building materials needed for the national veterans housing program. Studding and other materials will be salvaged in repartitioning the structure. District of Columbia regulations require installation of fire walls and fireproof doors.

The building once was the palatial town house of William P. Eno, traffic expert and inventor of the traffic light. Many of its facilities are antiquated, including the heating plant, but the structure is basically sound and is expected to be adequate for many years. Four stories and the basement will be utilized for the NAB staff, with additional attic space available. Present improvements are the minimum necessary to make it suitable for commercial occupancy.

Here's how the KDYL-W6X1S experimental television antenna towers above KDYL's studios and dominates downtown Salt Lake. Also pictured is an engineer checking KDYL television transmitter.

Now in its 25th year, KDYL adds to its long list of "firsts" by developing the only experimental television on the air between the Mississippi and the Pacific Coast.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

TBA Delegates

(*Continued from page 46*)

Gerstenzang, Norman, Television Corp. of Florida, N. Y. C.
Gessford, R. K., Sylvania Electric Products, Emporium
Gihring, W. B., RCA Victor Division, Camden
Gillham, Robert M., J. Walter Thompson Co., N. Y. C.
Gillon, J. Warren, Eastman Kodak Co., Rochester
Gleeson, W. L., Bestg. Corp. of Amer., Riverside
Glomb, Walter, Paramount Pictures, N. Y. C.
Goggin, Richard J., Amer. Bestg. Co., N. Y. C.
Goldner, Orville, National Education Assoc., N. Y. C.
Goldsmith, Dr. Alfred N., N. Y. C.
Goldsmith, Dr. T. T., Allen DuMont Labs. Inc.
Goodwin, Bernard, Paramount Pictures, N. Y. C.
Goodwin, John Paul, Steele Adv. Agency Inc., Houston
Graf, H., NBC
Greene, J. M., NBC
Greenwell, G. H., Woodward & Lothrop, Washington
Gregory, S. D., Schenley Distillers, N. Y.
Greniere, Ten, Paramount Pictures, N. Y. C.
Gross, Ben, Gross Distributors Inc., N. Y. C.
Gross, David, Allen DuMont Labs. Inc.
Guernsey, Thompson L., General Television Corp., Boston
Guy, R. F., NBC

H

Haase, Walter B., WDRC Hartford
Hale, Roland C., Mass. Bestg. Corp. (WCOP), Boston
Halpin, Don. D., RCA Victor Div., Camden
Hammond, C., NBC
Hannum, Robert W., 118 W. 74th St., N. Y. C.
Hansen, Olav, Bloomingdales, Inc., N. Y. C.
Hanson, O. B., NBC
Harris, Richard H., Jr., W. L. Douglas Shoe Co., Brockton
Hartley, J. H., NBC
Hauser, Willard H., Westinghouse Radio Stations, Boston
Havens, Wilbur M., Havens & Martin, Inc., Richmond
Hayes, E. A., Hughes Prod., Los Angeles
Hennessey, James J., Continental Television Corp., Boston
Henshel, Harry B., Bulova Watch Co., N. Y. C.
Hermann, Harold, J. Walter Thompson Co., N. Y. C.
Herold, Joseph, WOW Omaha
Herzog, L. W., The Journal Co., Milwaukee
Hibbs, E. Douglas, Foulkrod Radio Eng. Co. (WTEL), Philadelphia
Hirsch, Murray, Ray-Hirsch & Waterston, N. Y. C.
Hode, Hal, Columbia Pictures, N. Y. C.
Hodges, William S., NBC N. Y. C.
Honaman, R. K., Bell Tel. Labs., N. Y. C.
Hooper, C. E., C. E. Hooper, Inc., N. Y. C.
Hopkins, A. R., Radio Corp. Amer. RCA Victor Div., Camden
Hotchkiss, Charles L., Show Productions Inc., N. Y. C.
Howard, Hampton W., Hampton W. Howard Inc., N. Y. C.
Howell, John F., Telecomics Inc., N. Y. C.
Hubbell, Richard, Crosley Corp., Cincinnati
Hunt, John S., Allen DuMont Labs. Inc.
Hutchinson, Thomas H., Larchmont, N. Y.
Hyndman, Donald E., Eastman Kodak Co., N. Y. C.

I

Leathem, Prof. B. S., Western Reserve U., Cleveland
Irwin, Ben H., Noblitt-Sparks Industries, Inc., Columbus
Israel, Arthur, Paramount Pictures, N. Y. C.

J

Jackobson, Louis, WLIB Brooklyn
James, E. P. H., Mutual Broadcasting System, N. Y. C.
Jamieson, Robert, Allen DuMont Labs. Inc.
Jefferey, W. H., Philco Corp. of Canada, Ontario
Jenkins, William F.
Jensen, Axel G., Bell Telephone Labs., N. Y. C.
Joffe, Constantin, Conde-Nast, Inc., N. Y. C.
Johnston, Russ, McCann-Erickson, Inc., N. Y. C.
Johnston, W. R., Anthony Foster & Sons, Toronto
Jolliffe, Dr. C. B., RCA Labs. Div., RCA, Princeton
Jones, W. R., Sylvania Electric Products, Emporium

K

Kaar, I. J., General Electric Co., Bridgeport
Kalmus, Allan, NBC N. Y. C.
Kammerer, William T., R. T. O'Connell Co., N. Y. C.
Kane, Irving, Viewtone Television & Radio Corp., Brooklyn
Kane, James, CBS Television Station WCBW N. Y. C.
Kaplan, Boris D., Pathescope Co., N. Y.
Kasper, Edwin H., Kasper-Gordon, Inc., Boston
Katz, Frank, Mahool Advertising Agency, Baltimore
Kaufman, Joseph, National Radio Inst., Washington
Kaufman, Marx S., Theodore A. Newhoff Adv. Agency, Baltimore
Keane, Bertrand, Independent Writers & Prod. "Keaneleigh", New Rochelle
Keane, Lenore Leighton, Independent Writers & Prod. "Keaneleigh," New Rochelle
Kellam, K. N., Int'l Bestg. Corp., Shreveport
Kelly, R. N., NBC
Kendall, C. K., National Film Board, Ottawa
Kent, Rikel, Knox Reeves Adv. Inc., Minneapolis
Kersta, N. E., NBC
King, Kay M., WEEI Boston
Kisley, L. B., Philco Corp. of Canada, Ontario
Knust, Emil, Allen DuMont Labs. Inc.
Koepf, John, The Ft. Industry Co., Washington
Kraft, R. R., NBC
Krug, Peter, Hicks & Greist Inc., N. Y. C.

L

Lamport, I. E., Allen DuMont Labs. Inc.
Landsberg, Klaus, Paramount Pictures, N. Y. C.
Langan, Donald B., Aitkin Kynett Co., Philadelphia
Laroche, Gene, Paramount Pictures, N. Y. C.
Larsen, Paul J., Washington, D. C.
Lazar, Marya S., Stewart-Jordan Co., Philadelphia
Lee, Selma, William Morris Agency, N. Y. C.
Leeson, J. Lawrence, Crowley Milner & Co., Detroit
Leighter, Jackson, WLIB, N. Y. C.
Leslie, Fred Dayton, 20th Century Fox Film, N. Y. C.
Levey, Arthur, Scophony Corp. of America, N. Y. C.
Levine, Harry, RKO N. Y. C.
Lewine, Robert F., Cine-Television Studios, Inc., N. Y. C.
Lewis, David P., Caples Co., N. Y. C.
Lier, E. W., Shell Oil Co., N. Y. C.
Livingston, Norman S., Bamberger Bestg., N. Y. C.
Loowi, Mortimer, Allen DuMont Labs. Inc.
Love, E. J., WWJ, The Detroit News, Detroit
Lowman, Lawrence W., CBS, N. Y. C.
Lubcke, Harry R., Don Lee Television, Hollywood
Lumont, M. B., Bendix Radio, Div. of Bendix Aviation Corp., Towson

M

McClure, Don, N. W. Ayer & Son, N. Y. C.
McCracken, Chet, Doherty, Clifford & Schenfield, N. Y. C.
McKamy, William, J. Walter Thompson Co., N. Y. C.
McKay, John, Allen DuMont Labs. Inc.
McKey, D. B., McKey & Shaw, Washington, D. C.
McNamara, Don C., Hughes Prod., Los Angeles
McNary, James C., McNary & Wrathall, Washington, D. C.
McRae, J. W., Bell Telephone Labs., N. Y. C.
MacFarland, F. R., Amer. Tel. & Tel., N. Y. C.
Mahler, R. J., Sears, Roebuck & Co., Chicago
Markham, G. Emerson, General Electric Co., Schenectady
Marlowe, Harvey, Amer. Bestg. Co., N. Y. C.
Martino, Italo A., WDRC Hartford
Marx, E. A., Allen DuMont Labs. Inc.
Mason, Curtis W., Earle C. Anthony, Inc., Los Angeles
Maurer, Carl, Paramount Pictures, N. Y. C.
Maurer, R., Henry J. Kaufman & Associates, Washington
Mautner, L., Allen DuMont Labs. Inc.
Merkel, Walter, Paramount Pictures, N. Y. C.
Merryman, Phillip I., NBC N. Y. C.
Milroy, J. M., NBC
Miner, Worthington, CBS Telev. Station WCBW N. Y. C.
Morgan, Oscar, Paramount Pictures, N. Y. C.
Morris, H. S., Altec Lansing Corp., N. Y. C.
Morris, William, J. Walter Thompson Co., N. Y. C.
Morrison, J. F., Bell Telephone Laboratories, Whippany
Morrissey, D. H., The Outlet Co. WJAR Providence
Montague, Henry B., Army Motion Picture Serv., Jackson Heights, N. Y.
Mountjoy, Garrard, Electronic Corp. of America, Brooklyn
Mowrey, Paul, ABC N. Y. C.
Mueller, Herbert O., N. Y. Telephone Co., N. Y. C.
Muschany, Elmer G., KXOK St. Louis
Myer, D. A., Westinghouse Radio Stations, Philadelphia
Myers, D. W., The Halle Bros. Co., Cleveland

N

Nevins, D. L., Corning Glass Works, Corning
Newhoff, Theodore A., Theodore A. Newhoff Adv. Agency, Baltimore
Newton, Arthur E., Stromberg Carlson Co., Rochester
Newmayer, Richard H., Phila Bd. of Pub. Educ., Philadelphia
Noble, Joseph V., DeFrenes & Co. Studios, Philadelphia
Norton, F. R., Bendix Radio, Towson, Md.

O

Olsen, Victor, Allen DuMont Labs. Inc.
Ouimet, J. A., Canadian Bestg. Corp., Montreal
Oxford, R. C., NBC

P

Packard, Alden, Colonial Radio Corp., Buffalo
Page, E. C., Mutual Bestg. System, N. Y. C.
Parnell, Fred B., General Elec. Co., Bridgeport
Passow, E. S., Majestic Rad. & Tv., St. Charles
Periera, Hal, Paramount Pictures, N. Y. C.
Pestrecov, Dr. K., Bausch & Lomb Optical Co., Rochester

(*Continued on page 52*)

PHILCO
TELEVISION STATION
WPTZ

First in Television in Philadelphia

TO THE TELEVISION ADVERTISER, every facility for commercial television programs is offered by Philco Television station WPTZ . . . a fully equipped studio and trained staff of television technicians, set designers and producers for live programs; a complete motion picture projection studio; new image orthicon equipment for remote pick-up of events outside the studio; radio relay station at Mt. Rose, N. J., for relaying programs originating in New York to the Philadelphia audience.

PHILCO TELEVISION BROADCASTING CORPORATION
ARCHITECTS BLDG., PHILADELPHIA 3, PENNA.

TBA Delegates

(Continued from page 50)

Pinia, E. C., The Sparks-Withington Co., Jackson
Poole, R. E., Bell Telephone Labs., Whippany
Porteus, Roy C., NBC N. Y. C.
Powers, Haven M., Leland Powers School, Boston
Prall, Anning M., Raytheon Mfg. Co., N. Y. C.
Preisman, Albert, Capitol Radio Eng. Inst., Washington
Prior, Thomas J., The Outlet Co. WJAR Providence

R

Rackey, C. A., NBC
Rahmel, Henry, A. C. Nielsen Co., Chicago
Raibourn, Paul, Paramount Pictures, N. Y. C.
Rauland, E. N., The Rauland Corp., Chicago
Reid, John D., Crosley Corp., Cincinnati
Reilly, Howard J., J. Walter Thompson Co., N. Y. C.
Resnick, Joseph Y., Video Television, N. Y. C.
Rhea, H. E., Radio Corp. Amer. RCA Victor Div., Camden
Rice, Edward, J. Walter Thompson Co., N. Y. C.
Richard, A. J., Paramount Pictures, N. Y. C.
Rietzke, E. H., Capitol Engineering Institute, Washington
Ritter, Gordon T., Noblitt-Sparks Industries, Inc., Columbus
Roach, William T., Hawk-Eye Works, Eastman Kodak Co., Rochester
Roark, Grady, General Electric Co., Bridgeport
Roberts, V. L., Sears, Roebuck & Co., Chicago
Rogge, William A., Bloomingdale's Inc., Television Dept., N. Y. C.
Rodner, Ardien B., Commonwealth Edison Co., Chicago
Rose, Dick, N. W. Ayer & Son, N. Y. C.
Rosenhaus, Irving R., Bremer Bestg. Corp., Newark
Rosenthal, Dr. A. H., Scophony Corp. of America, N. Y. C.
Royal, J. F., NBC
Royer, H. W., Bendix Radio, Div. of Bendix Aviation Corp., Towson
Ryall, J. H., Penninsular Dist. Co., Detroit
Ryan, O'Neil, J. Walter Thompson Co., N. Y. C.

S

Sarnoff, Lew, Cities Service, N. Y. C.
Sauter, James E., Air Features, Inc., N. Y. C.
Scopp, Maurice, Air Features, Inc., N. Y. C.
Scott, William H., Eastman Kodak Co., Rochester
Seager, C. W., Ansco Div., General Aniline & Film Corp., N. Y. C.
See, H., NBC
Seiden, Joseph, Cinetronics Corp., N. Y. C.
Swars, H. Lawrence, Noble & Swars Inc., N. Y.
Shaw, Donald, Geyer, Cornell & Newell, N. Y. C.
Shelby, R. E., N B C
Sherry, Robert, Telecomics Inc., N. Y. C.
Shuey, Louis S., Sprague Electric Co., North Adams
Shupert, George, Paramount Pictures, N. Y. C.
Simmons, Arthur B., Hawk-Eye Works, Eastman Kodak Co., Rochester
Sigmund, W. F., Henry J. Kaufman & Associates, Washington
Skinner, J. C., Paramount Pictures, N. Y. C.
Sloan, F. M., Westinghouse Radio Stations, Philadelphia
Smith, C. C., Allen DuMont Labs. Inc.
Smith, Carleton D., NBC Washington, D. C.
Sobol, E. NBC,
Sozio, Santino R., N. Y. C.
Sponable, Earl I., 20th Century-Fox Film Corp., N. Y. C.
Sposa, Louis, Allen DuMont Labs. Inc.
Springer, Edward A., Wollensak Optical Co., Rochester
Standing, S. A., No. Amer. Philips Co., N. Y. C.
Stanton, Irwin W., Los Angeles
Stellner, W. H., Calvin Mfg. Corp., Chicago
Stern, C., NBC
Stevens, H. R., Robert Simpson Co., Ltd., N. Y. C.
Stevens, M. Harold, Bausch & Lomb Optical Co., Rochester
Stewart, Donald, Allen DuMont Labs. Inc.
Stowell, Thomas, N. Y. State Dept. of Commerce, Albany
Strieby, Maurice E., Amer. Tel. & Tel., N. Y.
Stuber, Adolph, Eastman Kodak Co., Rochester
Sutton, S. T., Bloomingdales, Inc., Long Island
Swanson, Walter, Paramount Pictures, N. Y. C.
Swartley, W. C., Westinghouse Radio Stations, Boston
Sweet, M. H., Ansco Div., General Aniline & Film Corp., N. Y. C.
Szegho, C. S., The Rauland Corp., Chicago

T

Taylor, G. L., Central Radio and Television Schools, Kansas City
Taylor, H. E., Allen DuMont Labs. Inc.
Thomas, Eugene S., Bamberger Bestg., N. Y. C.
Toal, E. Patrick, General Elec. Co., Bridgeport
Tooke, Rolland V., Philco Television Bestg. Corp., Philadelphia
Trainer, M. A., RCA Victor Div., Camden
Trammell, Niles, NBC, N. Y. C.
Trenner, Harry, William H. Weintraub & Co., N. Y. C.
Trukenbrod, W. K., Montgomery Ward & Company, Chicago
Turnbull, Robert, Robert Simpson Co., N. Y. C.
Turner, C. W., Radio Corp. of America, Los Angeles

U

Upton, Elmer C., Balaban & Katz Corp., Chicago

V

Van Lieshout, L. J., North American Philips Co., N. Y. C.
Vaughn, W. S., Eastman Kodak Co., Rochester
Veal, T. G., Eastman Kodak Company, Rochester
Vest, Peter J., Elizabeth Arden, N. Y. C.
Vogel, Ernest H., Farnsworth Television, Fort Wayne

W

Wade, W., NBC
Wallace, M. G., Amer. Tel. & Tel., N. Y. C.
Wankel, F. A., NBC
Ware, Paul, Allen DuMont Labs. Inc.
Warsaw, William, Lacy's, Inc., Washington, D. C.
Wellman, Frank, WTTM Trenton
Wellman, Frank A., Jr., Wellman Adv. Agency, Philadelphia
Welman, Victor A., IATSE, Cleveland
Wankel, F. A., NBC
Wendel, Paul, Radio News, N. Y. C.
Wernicke, William L., Bulova Watch Co., N. Y. C.
Wheeler, Edwin K., WWJ, The Detroit News, Detroit
White, N. E., Eastman Kodak Co., N. Y. C.
Williams, J. T., NBC
Williams, Lee, Fuller & Smith & Ross Inc., N. Y. C.
Williamson, Miner, Roche, Williams & Cleary, Philadelphia
Williford, E. A., Ansco Div., General Aniline & Film Corp., N. Y. C.
Wilson, Lawrence, George Walker Company, Detroit
Wissman, Melvin, WWJ, The Detroit News, Detroit
Wood, Wilfred H., Havnes & Martin, Inc., Richmond
Woodford, N. A., North American Philips Co., N. Y. C.
Wouk, Dr. Victor, North American Philips Co., Irvington
Wright, Thomas, BBDO, N. Y. C.

Y

Young, Harold M., Harold Young, N. Y. C.
Young, Norman H., Federal Telecommunications Labs., N. Y. C.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

WMOB	Mobile, Ala.
WLAY	Muscle Shoals City, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
KWKH	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

AGENCY SAYS START AD CAMPAIGNS NOW

DEUTSCH & SHEA Adv., New York, took a full page advertisement (scheduled to appear today) in *The New York Times* to advise small manufacturers of branded products that they had better undertake ambitious advertising campaigns to keep their sales up in the period of increased competition that is approaching.

". . . We ask you to get in touch with any recognized advertising agent," said the Deutsch & Shea ad. "Let him plan to sell your brand name to the public today."

When production difficulties end, the ad said, "the big manufacturers with the leading, advertised, big-name brands will get off in a rush . . . and start crowding you off those shelves."

Although the agency did not mention media in its *Times* insertion, its president, Arnold R. Deutsch, said that radio spot campaigns seemed admirably suited for small manufacturers' advertising.

Playoff Telecast

WNBT New York, NBC television station, last week, under terms of an exclusive contract with the Brooklyn Dodgers Baseball Club, televised the playoff series for the National League pennant between the Dodgers and the St. Louis Cardinals. WNBT obtained rights to cover Thursday and Friday games from Ebbets Field.

What is there about an Irishman?

To behold the countenance of Mike Dunn is to look upon the map of Ireland or a reasonable facsimile thereof. And to hear Mike Dunn at a WIBC microphone is to understand why he is one of Hoosierdom's most popular radio personalities. For, like so many sons of the ould sod, there's an infectious, intangible something about this Irishman that makes "Dunn-time good listening time"—and that's no blarney.

At WIBC—the fastest growing station in Indianapolis—Mike's regular schedule calls for a morning news broadcast at 7 . . . a dual role as announcer and actor on "WIBC Coffee Shop" at 8:15 a.m. . . . and an afternoon street show, "Downtown at 2." But that is only part of his day, because Dunn's virtuosity with a script is equalled by his gift for ad libbing, a fact that makes him the logical choice for many special events, remote broadcasts and emcee assignments.

Not all of Mike Dunn's fellow members of the WIBC live talent staff are of Gaelic descent. But all of them do have these characteristics in common: they are people of proved creative ability . . . whose combined talents and seasoned professional judgment can produce for you a live talent show that will assure the greatest return on your radio dollar. Your John Blair man will be glad to provide further details. Get in touch with him.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis

Television Potent Power for Sponsors

Advertiser Faith Now Will Reap Dividends

By LEONARD F. CRAMER
Vice President, Allen B. Du Mont Labs. Inc.

TIME BUYERS know the score. And so do advertisers with substantial budgets. When you talk television today they know all the answers. They know exactly how many sets are in use, and where they are located. They know that sets in "substantial" number won't reach the dealers until late fall; they know the total sets expected to be in the hands of the public by the end of 1947 probably won't exceed a quarter of a million.

In terms of circulation, as compared with leading magazines, newspapers and high-powered radio stations, the television audience for some time will be more or less a negligible quantity.

Visualizing the Power

Why, then, the present interest in television? Why? Because he who cannot visualize the potent power of television as an advertising medium is utterly without imagination. Take radio and motion pictures, magazines and billboards, brew them all together, and out of it you get that magic potion—television.

In selling television today, all the stock sales arguments are worthless. You are selling nothing but Faith,—Faith in a great and limitless advertising medium. You are asking the advertiser to bear a very small part of the television broadcaster's overhead for the mutual advantage that will inure from a combination of effort.

Wherein lies this mutuality of profit? What has the advertiser to gain? How can he afford to use television when the cost is out of all proportion for other media? Is it good business?

Sponsor Aids Growth

Yes, it's good business; it's mighty good business. And the longheaded advertising executive knows it. First, we all confess to the indictment that television production and camera technique are still in their swaddling clothes. If there is one thing to assure its accelerated progress, it is the advertiser's participation. He did it in radio; he will do it in television.

The advertiser (which includes his agency) can't develop new and improved television techniques by watching from the sidelines. He has to be part and parcel of its process of evolution. Today he can afford to make mistakes on a single station that he won't want to make tomorrow on a nation-wide network.

The public expects much from television for the art has been given a tremendous build-up. I maintain that it can fulfill these great expectations only if the advertiser shares in the responsibility of bringing it to a state nearing perfection. Television broadcasters alone have neither the imagination nor the talent, neither the resources nor the capacity to dish up television fare that the public will digest as a steady diet. Again referring to radio, it was the advertisers and their agencies that have made American radio what it is.

But the time for trail blazing is now past. Many of the nation's biggest advertisers are buying time; many more, before the year is out, will follow suit. That they will cash in on their experience goes without saying.

Getting Best Time

But of equal importance, they are securing for themselves the most desired time segments for tomorrow. After all, the largest audiences will always be the evening hours and the evening hours cannot be extended. Once they are sold, they are gone. And there can't be any more.

It has long been the policy of Du Mont to extend the welcome hand to advertising agencies to use its facilities for the experience it would bring. Some surprisingly good programs have resulted from their efforts—and some incredibly bad ones. But the important thing is that together we have recognized the faults of writing and production and camera work and out of it we have all profited. This policy has confirmed our conviction that only by experimentation, only through the time-proved method of trial and error, can advertisers and their agencies make ready for the effective and skillful use of this medium.

The sale of television time offers no serious problem. Here and there, we find confused thinking or uncertainty on the part of the advertiser. But the same was true in the early days of radio. There were those who saw with crystal clearness the potentialities of radio as an advertising medium — and those who thought it a plaything not to be taken too seriously.

Set Will Multiply

There are no arguments against television save the small number of receiving sets in use. That argument will commence to lose its force not long after these words appear. As I said before, the television audience, even by the end of 1947, will be small compared with the circulation of the large magazines. But there are advertisers who use the *Atlantic Monthly* and the *New Yorker*, each with a comparatively small circulation. But circulating among the so-called classes instead of the masses, they are effective media.

The parallel is obvious; television for the time being largely will have a class audience—an audience with a substantial purchasing power. And if the cost of television broadcasting is higher than magazine space then there is the compensation, I submit, that television advertising has far greater impact than any static magazine advertisement.

Lucrative Future

At the expense of sounding smug, I say, let there be no uneasiness about the sale of television time. The advertiser upon whom you figuratively wait with hat in hand will be the same advertiser who tomorrow chides his agency for passing up the opportunity to buy the best time. He is the same advertiser who is on the waiting list of the networks hoping against hope that eventually he will be able to buy the hour relinquished by Bob Hope or Fibber McGee. He'll get that radio time eventually—when Hope and McGee switch to television.

IN TELEVISION since 1936, Leonard Cramer is now vice president and director of television broadcasting of Allen B. Du Mont Labs. He is in full charge of the company's WABD New York, WTTG Washington, and has plans for Du Mont stations in other cities. He negotiated the arrangements leading to construction of the company's new John Wanamaker television studios, the largest now existing. Mr. Cramer plans a coast-to-coast Du Mont television network and is now working towards its consummation. Sales-minded, he works closely with agencies and clients.

Mr. Cramer

"Little Women"

A NEW TYPE OF PROGRAM

This spontaneous, unrehearsed 15 minutes of entertainment is winning enthusiastic listener approval on KCMO as Martha Hull and her two little daughters, Joy and Niki, discuss everything from the proper bedtime hour for youngsters—to women presidents.

Building outstanding programs at KCMO goes right along with the building of Greater Kansas City's first 50,000 Watt station. And there will be more out-of-the-ordinary programs like "Little Women" as KCMO carries on in its plans to be first in size, first in service—for expanding Mid-America.

National Representative: John E. Pearson Co.

KCMO

Basic ABC • Kansas City Missouri

Old Gold Continues

P. LORILLARD Co. (Old Gold cigarettes) will continue the advertising theme, "Do you want a treat instead of a treatment?" for an indefinite period, according to Ray Vir Den, executive vice president of Lennen & Mitchell Inc., the agency handling the account. Originally slated for eight weeks beginning July 29, slogan is now used on all Old Gold radio shows: Frank Sinatra on CBS, Red Barber broadcasting Dodger baseball on WHN. *Meet Me At Parky's* on NBC.

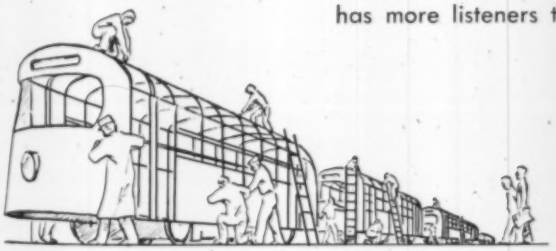
Call Change Set

WEAF New York, NBC key outlet, will change its call letters to WNBC on Nov. 2, James M. Gaines, station manager, announced last week.

Roll . . .

with Worcester!

Big business in Worcester, where per capita retail sales are $227 above the U. S. average, delivers the goods. In Worcester, the great Central New England industrial center, Pullman-Standard Car Manufacturing Co. is building the first of 300 postwar streamlined street cars for the Chicago Surface Lines. Complete electrical operation does away with compressed air for doors and brakes. High windows allow standees to see out. A number of other improvements add riding comfort and eliminate noise. This trolley car development is just one of many comparable projects that maintain the pulse beat of sales in Worcester. You, too, can keep sales ticking and deliver the goods in Worcester with WTAG, the single favorite among all radio stations in the area. WTAG has more listeners than all of the others heard in the area combined.



PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM **WORCESTER**

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC
5000 Watts

Skippy to Replace

ROSEFIELD PACKING Co., Alameda, Calif. (Skippy peanut butter), replaces transcribed half-hour *Skippy Hollywood Theatre* on some 35 stations nationally with new weekly program on Dec. 29. Current transcribed series is packaged by C. P. MacGregor Inc., Hollywood production firm which claims rights to *Skippy Hollywood Theatre* and terminates contract as of Dec. 23 because of sponsor's alleged refusal to increase production cost budget. Simultaneously it was announced by Garfield & Guild, San Francisco agency servicing Rosefield account, that Les Mitchell, head of his own Hollywood production firm, has been retained to produce new series effective Dec. 29. Cutting will be by Universal Recorders, Hollywood. Firm has sponsored *Skippy Hollywood Theatre* on stations in selected markets for more than five years.

Grants Made for Santa Monica, Deadwood, S. D., Altoona, Pa.

ARTHUR H. CROGHAN, pioneer in radio sales and former vice president, sales manager and part owner of WJBK Detroit, was among four grantees who were awarded new standard stations by the FCC last Monday. Mr. Croghan was granted a 5-kw daytime on 1580 kc at Santa Monica, Calif.

Mr. Croghan began his radio career with KWK St. Louis (then KVFE) shortly after the station began operation. He later became its sales manager. Following that time he was sales manager of WDGY Minneapolis, WTOL Toledo and WJBK.

A former coal miner, John Daniels, and his two sons, both ex-servicemen, were recipients of a grant for Deadwood, S. D., a town of 4,100 (1940 census). Mr. Daniels and his sons, according to the application, had experience at KWYO Sheridan, Wyo., where Mr. Daniels was employed by the Sheridan Coal Co. They estimated construction costs at $6,850; monthly operations, $1,200; and monthly revenues at $2,000. They were authorized to operate on 1450 kc with 250 w fulltime.

Principals in the two other grants also have had previous radio experience; three stockholders in Altoona Broadcasting Co., which received a grant for Altoona, Pa., control 75% of WMRF Lewiston, Pa. A total approximate construction cost of $72,000 was contemplated by the four new grantees.

Altoona, Pa.—Altoona Bcstg. Co. 650 kc, 250 w daytime operations to protect WSM Nashville, dominant station on the channel. Principals: Herbert T. Wolf, president, Wolf Furniture Co., president and secretary, 25% common stock, 33 1/3% preferred; J. S. Woods, employed by Pennsylvania Glass & Sand Corp. and 25% owner WMRF Lewiston, Pa., vice president, 12½% common; Thomas C. Mathews, treasurer and assistant general manager of Pennsylvania Glass & Sand Corp., president of National Industrial Sand Assn. and 25% stockholder WMRF, treasurer, 25% common, 33 1/3% preferred; Thomas W. Metzter, former general manager of WMRF and prior to that with WRAK Williamsport, Pa., assistant secretary and general manager, 12½% common; W. J. Woods, president, Penn Glass & Sand Co. and 25% owner WMRF, director, 25% common, 33 1/3% preferred. Granted Sept. 30.

Deadwood, S. D.—Daniels & Sons Bcstg. System. 1450 kc, 250 w, unlimited time. Equal partners: John Daniels and sons, Eli and Harry; father is former coal miner; all had previous experience with KWYO Sheridan, Wyo. Granted Sept. 30.

Santa Monica, Calif.—Arthur H. Croghan, former vice president, sales manager and part owner of WJBK Detroit, and former sales manager KWK, WDGY and WTOL, sole owner. 1580 kc, 5 kw, daytime only. Granted Sept. 30.

Pensacola, Fla.—Gulfport Bcstg. Co., 1490 kc 250 w fulltime. Principals: Jesse T. Carroll, former Army major, president, 16 2/3%; Mrs. Hazel H. Carrol, former school teacher and radio program director, secretary-treasurer, 16 2/3%; Lewis O. Seibert, former KGKL San Angelo general manager and prior to that general manager KPLT Paris, Tex., vice president and general manager, 33 1/3%; Charles W. Smith, general contractor, 33 1/3%. Granted Sept. 30.

CONCENTRATED AUDIENCE IN OKLAHOMA'S NO. 1 MARKET

Morning, Afternoon, Night, and Sundays—KTOK attracts and holds a top-flight, concentrated audience—and does a "super-selling" job in Oklahoma's No. 1 Market! A glance at your latest authenticated Listening Surveys is your proof. What KTOK is doing for other leading advertisers—it can do for you! Let us show you now!

HOOPER STATION LISTENING INDEX — CITY ZONE
OKLAHOMA CITY — JULY-AUGUST, 1946

INDEX	SETS in use	KTOK	A	B	C
MONDAY MORNING MON. THRU FRI. 7:00 A.M. - 12:00 NOON	12.7	43.9	29.4	10.7	14.5
MONDAY AFTERNOON MON. THRU FRI. 12:00 NOON - 5:00 P.M.	14.5	17.0	47.4	14.7	17.6
EVENING SUN. THRU SAT. 6:00 P.M. - 10:30 P.M.	18.9	21.8	39.7	22.7	15.3
SUNDAY AFTERNOON 12:00 NOON - 6:00 P.M.	18.3	27.7	29.2	16.3	26.5
SATURDAY DAYTIME 6:00 A.M. - 6:00 P.M.	10.4	23.9	33.3	21.0	20.6
TOTALLY RATED TIME PERIODS	15.3	24.7	39.0	17.6	17.1

250 WATTS — ktok — 1400 K.C.
OKLAHOMA CITY
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.
KEY STATION OKLAHOMA NETWORK
TAYLOR-HOWE-SNOWDEN Radio Sales
YOUR SUPER SALESMAN IN THE OKLAHOMA CITY TRADE AREA

Wired Music Inc. Seeks Rockford, Ill., Local

APPLICATION for a new local in Rockford, Ill., to operate on 1400 kc with 250 w fulltime, was filed last week by Wired Music Inc., a Rockford company headed by John C. McCloy, former manager of WKAT Miami Beach and one-time program director and part owner of WROK Rockford.

Mr. McCloy, released to inactive duty from the Navy as a lieutenant last March after service as communications officer with PT boats in the Pacific theatre, is 50% stockholder in the applicant company, now providing World Broadcasting System transcription library service to Rockford hotels and other establishments. Associated with him are five Rockford businessmen, each of whom holds 10%. They are Louis E. Coster, Frank C. Franzen, Irl C. Martin, industrialists; Charles S. Thomas, attorney, and Eugene Abegg, banker. Mr. McCloy was WKAT manager from 1939 to 1944 and before joining WROK had been in production and publicity with KDKA Pittsburgh.

Chicago FM Reopened

RECORD on the Chicago FM hearings, FCC ordered last week, will be reopened for a hearing Oct. 12 in Washington for the sole purpose of taking testimony of Manager Maurice Lynch of WCFL Chicago, one of the FM applicants, regarding present and future policy on time for discussion of controversial issues. There are 12 applicants for 10 now-available FM channels in Chicago. The September allocation plan provided for 11 channels immediately assignable in that area, but one of these has since been assigned to Hammond, Ind.

Welcome back, Dinah!

It was a WLAC microphone in Nashville that carried the very first song Dinah Shore sang for a radio audience. And it is with particular pleasure that the best welcome mat is rolled out to greet her return to WLAC's audience.

The "First Lady of Song" now comes to WLAC via the Columbia Broadcasting System under sponsorship of the Ford Motor Company. With pardonable pride, WLAC has watched Dinah's spectacular climb to success, launched when she was a Vanderbilt University student singing over WLAC. (And, as a forerunner of things to come . . . her first radio show was sponsored.)

WLAC has been successful, too—successful in satisfying an ever-widening audience of loyal listeners with top-flight radio shows. WLAC's powerful 50,000-watt voice is constantly recruiting more fans . . . thanks to better programming as is typified by the new Dinah Shore show.

50,000 WATTS
NASHVILLE, TENNESSEE

Does Avco Apply In Non-Cash Sale?

Petitioners Tell FCC Second Bid Is Not 'On Same Terms'

WHEN CASH is not the price in a station sale, does an offer of the cash equivalent qualify the cash bidder as a "competing applicant" under the Avco public-bid rule?

That question, never formally raised before, was put to FCC last week [CLOSED CIRCUIT, Aug. 12] in the form of a petition contending the answer is "no" but conceding that an oral argument might be found helpful in reaching an interpretation of the Avco rule under such circumstances.

Petitioners were Associated Broadcasters Inc., licensee of WABW (FM) Indianapolis and permittee of WBBW there; five stockholders with a combined 92% interest in Associated; and Evansville on the Air Inc., licensee of WGBF-WEOA Evansville and their FM affiliate WMLL.

The problem revolves around the Avco rule's provision that in station sales, with certain exceptions, the public must be allowed to apply for the station "upon the same terms and conditions" as the first bidder.

Agreement Last Spring

Under an agreement reached last spring, the license of WABW and permit for WBBW (1550 kc, 250 w, daytime only) would be assigned to Evansville on the Air. The consideration would be 1,350 of the 21,000 shares of Class A stock in Curtis Radiocasting, which owns Evansville on the Air and also WBOW and WBOW-FM Terre Haute [BROADCASTNG, April 22].

Just before time expired for filing competing bids under the Avco rule, Radio Indianapolis, a new company, applied for purchase of the Indianapolis stations "on the same cash considerations and/or equivalents as may be reached in agreement between all parties..." [BROADCASTING, Aug. 5]. The two applications are now docketed for consolidated hearing.

The five Associated stockholders who signed the petition asserted that they are not willing to sell for cash and that, aside from being unable to offer Curtis stock, Radio Indianapolis can not offer other objectives which they would attain by selling to Evansville on the Air.

The "inducing factor" in the proposed sale to Evansville, they said, was acquisition of stock in Curtis Radiocasting. Thus they would have an interest in all Curtis-owned stations and retain an interest in WABW-WBBW, the petitioners declared.

Although a "general value" of $20.60 per share was placed on Curtis stock, they argued that "this amount was arbitrarily determined and does not represent the real value of Curtis at the present time." They contended "there can be no cash equivalent" for the stock since that "would require an evaluation of stations WBOW, WGBF, WMLL, WBOW-FM as well as WABW and WBBW."

"The Commission has no authority to make such an evaluation and has never undertaken to do so," the petition declared.

The petition, filed by the Washington law firm of Cohn & Marks, recognized "that the problems presented in this petition have not previously been before the Commission in any other case and that an oral argument on the questions . . . might assist the Commission in arriving at a determination and interpretation of Sec. 1.321 [Avco rule]."

Other Sales

Of the stations under Curtis Radiocasting control, WEOA has been sold to WFBM Indianapolis for $200,000 subject to FCC consent [BROADCASTING, Sept. 16].

Associated stockholders who joined in the petition were M. J. McKee (25%); R. M. Crandall (19%); Thompson Kurrie (22%); B. L. Tamney (22%); Doris Coffey (4%). The sixth stockholder, M. R. Williams (8%), has filed a receivership suit against the company for $7,500 allegedly due in back wages. The case is set for trial in Marion County Circuit Court on Oct. 28.

Radio Indianapolis, second bidder for WABW-WBBW, is owned by 18 stockholders, largest blocks (17% each) being held by Stephen A. Cisler Jr., former majority stockholder of WGRC Louisville, and Sims Gaynor of New York.

Chief stockholders of Curtis Radiocasting are President Alvin Q. Eades and Vice President Henry B. Walker.

BMI is ready for Television broadcasting

Ever alert to the potentialities of television as a force in American living, BMI is making every cooperative effort in helping to achieve the ultimate goal of television broadcasters.

•

At present BMI is the only major performing rights society that serves television broadcasters on the same basis as AM broadcasters. With an ever increasing music catalog of widely diversified categories from the classics to boogie woogie, BMI extends to all broadcasters alike a complete service of music for every type of program.

•

For the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers bridge every obstacle on the road ahead.

[Plan to visit the BMI offices during the TBA Convention]

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.
New York • Chicago • Hollywood

VACANCY
in your town.
A HOUSE IN THE COUNTRY
is available at low rental on a year's lease.
See page 75.

"WHAT!... WNOX KNOXVILLE has 10 out of 11? Why Mr. Hooper!"

Yes... the latest C. E. Hoope survey shows WNOX has 1C out of the first 11 HIGHES1 RATING PROGRAMS.....

Based on surveys extending from December, 194: through April of this year, Sunday through Saturdc evenings, Hooper shows WNOX, with CBS program has 10 out of the first 11, and 11 out of the first 1: The meaning is clear as a beacon. So many top ratin offer proof positive that most folk in the Knoxville are prefer WNOX programs — that they will hear your sp announcement or program message if you use WNO the station most listeners in the Knoxville area tune for 10 out of their most popular 11 programs.

11 HIGHEST AUDIENCE RATINGS ON KNOXVILLE STATIONS

PROGRAM	STATION	RATING
J. DAVIS – A. RUSSELL	WNOX	26.2
FIBBER McGEE AND MOLLY	B	25.6
RADIO THEATRE	WNOX	25.3
VOX POP	WNOX	24.9
BLONDIE	WNOX	24.1
CRIME DOCTOR	WNOX	23.6
ALDRICH FAMILY	WNOX	23.4
JAMES MELTON	WNOX	22.7
DR. CHRISTIAN	WNOX	21.6
SCREEN GUILD PLAYERS	WNO	
TAKE IT OR LEAVE IT	WNO	

CBS REPRESENTED BY The BRANHAM Co.

wnox

10000 WATTS • 990 KC • KNOXVILLE, TENN.

SCRIPPS-HOWARD RADIO INC. affiliated with THE KNOXVILLE NEWS-SENTINEL

10 good reasons why WNOX is your best buy ! . . . . .

THE OUTSIDE* AUDIENCE IS WAITING FOR YOU

on the Pacific Coast, too!

Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee completely covers the OUTSIDE as well as the INSIDE half . . . a C. E. Hooper 276,019 coincidental telephone survey proves it.

LOOK WHAT'S WAITING for you outside on the Pacific Coast: an audience of over 6 million people, who spend nearly 50% of the total 9 billions in Pacific Coast retail sales each year! It's a big market, a rich market, and you can reach it by radio only with Don Lee.

All networks on the Pacific Coast cover the *inside*, or seven major metropolitan county areas. But only Don Lee has enough stations (40) to deliver the *outside* small city audience also, which accounts for approximately half the money spent.

To learn why Don Lee gives exclusive coverage of the *outside* markets in California, Oregon and Washington, you have only to look at a map. Note how practically every important market is surrounded by mountains, *5000* to *15000* feet high. The long-range broadcasting of other networks can't do the job. Don Lee, with 40 stations, *broadcasts from within* each of the mountain-surrounded markets on the Pacific Coast.

Call a Don Lee or John Blair office for more news about the big *outside audience* reachable only with Don Lee. Put your radio show on Don Lee and everyone can hear it. Remember: more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 6: SANTA ANA, CALIFORNIA

An exclusive Don Lee *outside market*

TOTAL RETAIL SALES $43,708,000

Sales Management, 1946, Survey of Buying Power

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Editorial

Television Is Here

THE YEARS of hesitation in television—always almost ready for the general public but never quite getting there—are over.

The FCC is handing out construction permits for commercial television stations; 32 already have been issued. Holders of these permits are placing orders for transmitters, towers, tubes, camera chains, controls, lights and all other equipment needed to begin broadcasting sight-and-sound programs. Manufacturers have much of this vital material in production, are beginning to make deliveries. A number of licensees hope to become actual operators before the end of the year.

Final proof that television really is here is the steadily accelerating flow of video receivers from factory to dealers and—almost simultaneously—from dealers to the homes of individual purchasers. Some 20,000 sets, ranging from $150 table models to elaborate console combinations at $2,500 or more, will reach the public this year, with many times that number scheduled for production during 1947. Unless the present intense public interest and demand undergoes a complete collapse, all will be bought as soon as they are ready.

With sets in the hands of the public, more and better programs are assured. Already television stations now on the air have stepped up their hours of operation. Advertisers are signing television contracts, taking options of the choicest hours, trying out on today's limited audience the commercial techniques that will be used to sell the mass market video audience of tomorrow.

Television is here, but its arrival has not been easy. Twice before the stage has been set, the curtains parted and the public seated for a performance that did not come off. In the spring of 1940, with commercial video operation set for Aug. 1, RCA launched a sales campaign for its receivers on the basis that television had arrived. The FCC cancelled its commercialization plans, ordered the industry to agree on standards first.

A year passed. Agreement was reached. On July 1, 1941, commercial television operation officially began. Again, television presumably was here. But in the summer of 1941 America was the arsenal of democracy; factories were working night and day on "defense" orders that soon became war orders; there was no time, labor or material to spare for anything not vital to the war effort.

During the war government and industry representatives met many times to chart the postwar course of all radio operations, particularly television. Most believed that television should start on the prewar standards, should continue to experiment with higher definition, full-color broadcasting in the upper frequencies until it is ready for commercial application. This course was followed by the FCC in setting standards, despite the vehement protests of CBS, which urged the shift to UHF full color telecasting to be made immediately.

Proceeding on its convictions, CBS designed and had built a UHF transmitter, has staged some impressive demonstrations of color broadcasting, has applied for a commercial license for its system. Some other prospective video broadcasters also have decided to wait for color.

But the majority of the industry is going ahead with television on a black-and-white picture basis, and with the postwar camera and receiver tubes these pictures are now far ahead of prewar images in quality. In addition to the six operating commercial stations and 32 approved applications, there are 40 other applications awaiting FCC action—more than enough to get television started on a national basis.

AT&T's cross-country coaxial cable is going ahead rapidly, will be ready to network video programs as soon as the broadcasters are ready for this service, according to Bell System officials. Microwave radio relays also are being built and tested as video carriers.

Television Broadcasters Assn. is holding its second conference and exhibition Thursday and Friday (Oct. 10-11) at New York's Waldorf-Astoria. The new equipment, new receivers on display there, the programs received from New York's three video stations, the plans for the future to be announced by television leaders, will offer indisputable proof that, at long last,

Television is here!

Sarnoff Saga

LAST Monday, some 800 friends and co-workers of David Sarnoff broke bread at New York's Waldorf-Astoria. The event commemorated 40 years of service to radio by the President of RCA and the Chairman of the Board of NBC.

David Sarnoff is synonymous with radio. Here is a man, robust, agile, imaginative, enthusiastic who, at 55, has spent two score years in his chosen field! He took time out to serve his adopted country in two wars. In the quarter-century of peace that separated those wars, he was the prime mover in building an organization susceptible of overnight conversion into an arsenal that developed and produced miraculous electronic weapons which shortened the war's span and saved untold numbers of our gallant fighting men.

The story of David Sarnoff is for the historians. Russian immigrant, still in his 'teens when his father died and left him the head of a family of six and their main support. Delivery boy, news butcher, messenger, and then, at 15, office boy with the old Marconi Company, precursor of RCA. Studied Morse; became a telegraph operator, then a "wireless operator"; won renown in 1912 when his radio telegraph ticker flashed out the *Titantic* collision with an iceberg in mid-Atlantic. Stayed on the job for 72 hours—until he caught from the air the name of the last survivor.

Commercial manager of Marconi when it was absorbed by RCA in 1919; RCA general manager in 1921; vice president and general manager in 1922; executive vice president in 1929; president in 1930 at 39. Spearheaded development of NBC as first network, RCA Victor, Photophone, RCA Communications, Radiomarine, Radiotron, R-K-O. Still had time for active duty periodically with Signal Corps, winding up a brigadier general in the Reserve.

It was Owen D. Young, his mentor and "chief" in RCA's developmental days, who told the story Monday of the irrepressible David who, five years before the KDKA first "scheduled" program in 1920, suggested development of a "radio music box" with every seventh home as a prospect and with predicted sales of $75,000,000!

Those 800 co-workers and captains of industry, leaders of Government and men of science, stood up and applauded.

Those 60,000 others of radio, let alone 140,000,000 Americans, owe a hearty "well done" to David Sarnoff, once an immigrant boy now a great American.

Our Respects To—

NORAN EDWARD KERSTA

WHEN young Noran Edward Kersta joined NBC in 1932 as a clerk in the network's audience mail division you would have counted on the thumb of one hand the number of people who would have predicted that someday in the not-too-distant future he would bear the title of manager of the NBC television department. In fact, at that time very few people, even at NBC, were giving much thought to television.

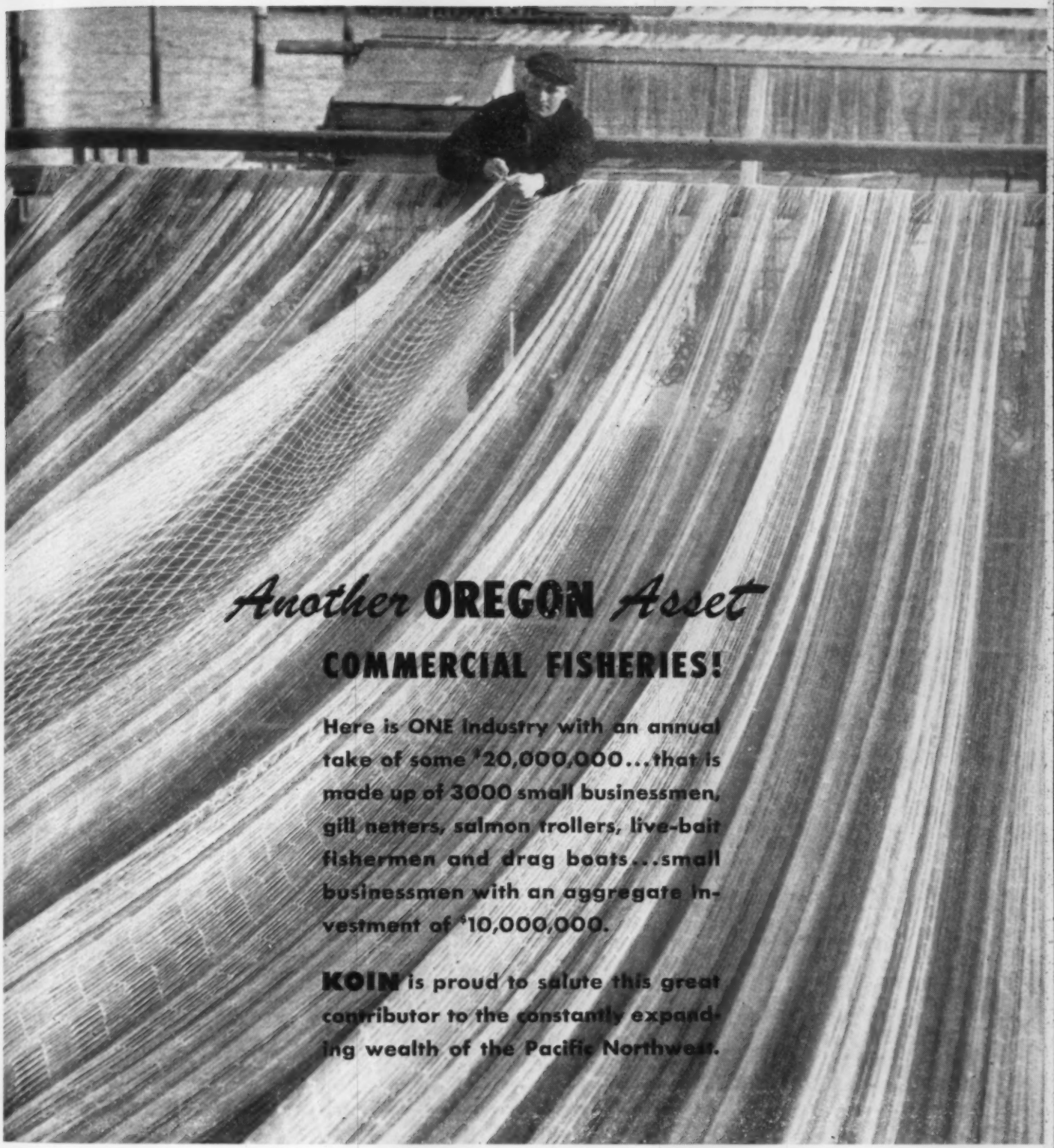
There was plenty to think about in sound radio alone in 1932: It was an election year and a candidate named Roosevelt was beginning to demonstrate the effective use of radio in political campaigning; Rudy Vallee was king of the airwaves; at KTRH Houston an announcer named Parks Johnson had started the still-raging quiz show fever by taking the microphone out onto the street and asking passersby their opinion of topics of the day; times were tough and only by hard selling did NBC manage to raise its gross time sales to $26,500,000.

But "Nick," in spare moments from analyzing NBC's mail bags, was thinking about television, reading about it and filing all the published papers on the subject that he could lay his hands on—a collection that today is as complete a video reference library as can be found in the land. For he had been bitten by the television bug five years before, when as a high school boy he had been taken to one of the earliest public video demonstrations in the country, staged by AT&T's Bell Telephone Labs. The youth, who had been born July 17, 1911, in Jersey City, was then an earnest 16-year-old.

Since that fateful day he had concentrated on television and on the engineering background necessary to undestand it. During his senior year at Bogota (N.J.) High School, he received two signal honors—the title of the best all-around athlete in the school, and a scholarship to the special school conducted by Bell Labs for outstanding engineering students. Two years of electrical engineering there were followed by a like period studying chemical engineering at Georgia Tech.

The desires for some practical experience and the need for additional financing brought young Kersta to NBC, whose newly-erected television transmitter atop the Empire State Bldg. was just beginning the first field tests of an all-electronic video system. His duties, however, had no immediate connection with television. His job was to analyze NBC's audience mail and the techniques he developed for the task soon won him an appreciable pay

(*Continued on page 64*)


Another OREGON Asset
COMMERCIAL FISHERIES!
Here is ONE industry with an annual take of some $20,000,000...that is made up of 3000 small businessmen, gill netters, salmon trollers, live-bait fishermen and drag boats...small businessmen with an aggregate investment of $10,000,000.
KOIN is proud to salute this great contributor to the constantly expanding wealth of the Pacific Northwest.

A *Marshall Field* STATION

KOIN

PORTLAND OREGON

CBS

LEWIS H. AVERY, Inc., National Representative

Respects

(Continued from page 62)

increase and a promotion into the network's statistical department.

Here he worked on the development of coverage area data, comparing the potentials shown for NBC stations by engineering signal strength measurements with the mail log's proof of actual listening, subsequently applying the results of those comparisons to station rate schedules. This led in turn to work in program listener measurements, in which he experimented with the diary, roster and coincidental telephone techniques.

Meanwhile, Mr. Kersta continued his engineering studies in evening classes at New York U. and in the fall of 1934 he left NBC to enroll at the Massachusetts Institute of Technology. Here he studied business administration, psychology and kindred subjects on the sound theory that engineering knowledge of itself is of little value without the administrative know-how necessary to secure its application to the practical affairs of business.

At MIT he lectured on television at the university's extension courses and on the side he joined a couple of other young video enthusiasts in founding the Television Research Institute. TRI's monthly bulletins on the status of the video art soon attracted the attention of top executives at NBC and in 1935 he was brought back to the network to develop plans for the commercial operation of television and those other new types of broadcasting, FM and facsimile.

Mr. Kersta pursued his assignment from a number of angles, first as a member of the NBC promotion department, next in engineering, then as one of the president's executive staff. When, in 1939, NBC established a separate television department, he became assistant to the vice president in charge, Alfred H. Morton. And in 1941, when Mr. Morton left the network, he was made manager of the department.

In 1939 with the opening of the New York's World Fair, at which for the first time a President of the United States appeared before a video camera, NBC brought television out of the laboratory into the public eye by inaugurating the first regular telecasting schedule in this country. Commercial operation, delayed for a year while the industry at FCC insistence agreed on uniform operating standards, got under way July 1, 1941. Incidentally, contracts with all four advertisers taking time on WNBT, NBC's video station, on that historic day bear the signature of Noran E. Kersta, who negotiated them for NBC.

As the war clouds thickened, he made plans for television's role in wartime communications and national defense. As early as June 1941 he presented to the Army an outline of a video training course for air raid wardens which WNBT broadcast the following winter with results that proved television as an effective educational medium.

Early in 1942 Noran E. Kersta, a member of the Naval Reserve since 1937, was appointed civilian advisor to the Navy's airborne radio branch, serving in this capacity until July 1943, when he was commissioned a first lieutenent in the Marine Corps and sent to the Pacific as radar officer with the 16th Anti-aircraft Battalion.

In the spring of 1945 he returned to Washington for four months duty at Marine Corps headquarters. Following his discharge, he spent several months in independent electronic consulting work before returning to NBC in October in his present post of manager of the television department.

Responsible for the network's video operations and for putting into action the policies developed by John F. Royal, vice president in charge of television, he spends much of his time making preparatory plans for the video stations NBC and its affiliates hope soon to build, collecting and collating data for FCC hearings.

He lives with his bride of a few months, the former Margaret Denman, in a midtown New York apartment building where his receiving antenna is in easy line-of-sight to WNBT's transmitting tower. His hobbies, football (he once played on a semi-pro team), boxing and similar strenuous sport he now enjoys vicariously, much of the time watching them on the television screen, and he confesses that these days his ham station W2JYF is silent most of the time.

Time Out

BOWING to the inevitable frenzy of Brooklyn residents, John Cashmore, Brooklyn borough president, last week asked employers to permit their workers time off from duty to listen to broadcasts of the baseball league playoffs between the Brooklyn Dodgers and the St. Louis Cardinals. WHN carried the broadcasts exclusively in New York, under sponsorship of P. Lorillard Co. for Old Gold cigarettes, through Lennen & Mitchell, New York, feeding the Thursday and Friday games to Mutual.

Manhattan Switch

THE MANHATTAN SOAP Co., New York, Oct. 11 discontinues the *Barry Cameron Show* on NBC, Mon. through Fri. 11:30-11:45 a.m., and on Nov. 18 starts the program on CBS, Mon. through Fri. 2:45-8 p.m. Agency is Duane Jones Co., New York.

Globe Wireless Exhibits

RADIOTYPE system of Globe Wireless was demonstrated last week at National Business Show held at Grand Central Palace, New York. Frank L. Tupper, president of the show firm, exchanged greetings with President Roxas of the Philippines via the new Globe Wireless circuit to Manila.

MANAGEMENT

ELEANOR L. LARSEN has been appointed manager of ZBM Bermuda. Miss Larsen formerly had been associate radio director of Gever, Cornell & Newell. She replaces **COLE WILEY**, who resigned because of illness contracted while in the armed forces.

INGHAM S. ROBERTS, formerly with KGBS Harlingen and KBWD Brownwood, Tex., has been appointed general manager of Valley Broadcasting Assn., owner of KRIO McAllen, Tex., new station to operate with 1 kw on 910 kc. Mr. Roberts has opened an office at 16 Mercantile Bldg., McAllen, for the purpose of planning and commencing construction of the new outlet. Order has been placed with Graybar Electric Co. for Western Electric installation.

DON FEDDERSON, vice president and general manager of KLAC Hollywood and KYA San Francisco, and **BARTLEY CRUM**, president of the two stations, arrived in New York Sept. 27 for conferences with owners, **TED** and **DOROTHY THACKREY**. After week in New York pair are to proceed to Washington.

J. HALE STEINMAN, president of Lancaster (Pa.) Newspapers Inc., and the Steinman Stations, has returned to Civilian Production Administration as a consultant at the request of Administrator J. D. Small. Restoration of controls over newsprint is being considered but is not likely to occur, according to Mr. Small. During the war Mr. Steinman was director of the former CPA Printing and Publishing Branch.

RUSS WINNIE, general manager of WTMJ Milwaukee, and **CHARLES LAMPHIER**, president and general manager of WFOX that city, are both doubling as football sportscasters this season, Mr. Winnie for his 18th year. It's first time on regular schedule for latter. WTMJ is airing Wisconsin U. contests again under sponsorship of Wadhams Division of Socony-Vacuum Oil Co. (also 18th year). Firm is boosting State of Wisconsin rather than products. WFOX presents a different college team weekly as "Game of the Week." Sponsors also rotate.

ROY F. THOMPSON, general manager and chief announcer of WFBG Altoona, Pa., has been named the outstanding citizen of the city for 1945 by the Altoona Kiwanis Club.

JOHN F. ROYAL, NBC vice president, is subject of profile in Sept. 28 New Yorker, first in series of three discussing his rise to head of NBC television.

NBC, Philco to Relay Television Programs

AN AGREEMENT making it possible for Philco and NBC to bring many of the nation's outstanding television programs to the Philadelphia audience, and in turn relaying video shows originating in Philadelphia to New York, was signed last week. The accord provides for exchange of commercial and sustaining television programs between Philco's WPTZ Philadelphia and WNBT New York, NBC television station.

"This will be the first regular two-way television relay service in the history of the industry, and will be an important landmark in the development of the television art," E. B. Loveman, vice president in charge of television broadcasting for Philco, and John F. Royal, NBC vice president in charge of television, said in a joint statement. "Signing of this agreement is a fitting climax to the five years preliminary work that Philco and NBC have done in the field of television relaying and the perfecting of New York-to-Philadelphia telecasts."

For More Football Color WMBD Takes to the Air

(Picture at top) Pilot Gene Nesselhaus, former captain in the Air Transport Command; Vince Lloyd; Glenn Callison, Engineer.

(Above) Vince Lloyd interviews Mac Wenskunas, Captain of the 1946 University of Illinois football team.

WHEN the leaves start to turn and the first hint of frost is in the air, thousands of Peorians become football conscious. This year, as usual, WMBD is covering the entire 9-game schedule of the University of Illinois, a top Peoria favorite. Vince Lloyd, WMBD sports editor, is flying to all of the out-of-town games in a chartered plane . . . for more pre-game time to become acquainted with the players and to pick up all the color of these collegiate events. For vivid colorful football broadcasts in Peoriarea . . . it's WMBD.

5000 WATTS CBS AFFILIATE

WMBD

PEORIA, ILLINOIS

Edgar L. Bill
President

Charles C. Caley
Executive Vice President

FREE & PETERS, Inc. . . National Representatives

YOU KEEP CUSTOMERS WHEN YOU KEEP SPOTS BEFORE THEIR EARS!

ask a John Blair man

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

KFMB Sells SAN DIEGO

465,720 People (by actual 1946 U. S. Census) live within 15 miles of our antenna—all but 9,500 within 5 miles of downtown San Diego. You sell quickly, surely —because you sell "from within" when you use KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

AGENCIES

GIL VERBA, former announcer for KOA Denver, has joined W. W. MacGruder Inc., that city, as vice president in charge of radio. Most recently he has been with ABC Chicago. Agency plans national expansion, opening 11 new offices within three years. Firm was to have opened office in Albuquerque, N. M. Oct. 1.

NATE TUFTS, vice president and director of Ruthrauff & Ryan, Hollywood radio department, has resigned from that firm after 12 years.

JERRY NORTON, until recently radio director of Pacific Coast Adv., San Francisco, has joined George L. Lynn Adv., that city.

WEST-MARQUIS, Los Angeles, has moved to 1220 Wilshire Blvd. Telephone is Madison 7758.

MANUEL MORTOLA of the J. Walter Thompson Co. Buenos Aires office and president of the Argentine Association of Advertising Agencies, has announced the formation of an Audit Bureau of Circulation in Argentina.

E. EDSON POLER, former account executive with J. M. Mathes Inc., New York, has joined D. H. Ahrend Co., New York, in same capacity.

ERNEST A. LOWDEN, former merchandise sales manager of Canadian Westinghouse Co., has been appointed manager of the Toronto office of Ferres Adv., Hamilton, Ont.

WILLIAM LEWIS, vice president in charge of radio for Kenyon & Eckhardt, New York, and **HAL DAVIS,** public relations director for the agency, will be in Chicago Oct. 22 for the annual School Broadcast Conference. Mr. Lewis will address the conference on "Superman" and its formula for teaching tolerance to children.

JAGAN NATH JAINI, president of National Advertising Service, Bombay, India, has arrived in New York for a three month stay. An authority on all phases of advertising in India, Mr. Jaini will headquarter at National Export Advertising Service, New York. He will discuss advertising problems with those interested in the Indian market.

HAL LAWRENCE, production manager of Western Adv., has resigned to join the Los Angeles Times. **KENNETH JEX LEE,** in Navy for three years, succeeds Mr. Lawrence at agency. **FRED KAPLAN,** formerly of Neilson Adv., Huntington Park, Calif., joins Western Adv. production staff.

THE WALTER HAEHNLE Advertising Agency, has changed name to Haehnle Adv.

HERBERT F. THOMSON, released from the AAF and in advertising for 18 years, has been appointed director of the creative department of Dowd Adv., Boston. Most recently he has serviced the Washington office of War Assets Administration for Fuller, Smith & Ross. Previously advertising counsel for OWI, the War Dept. and War Manpower Commission. Mr. Thomson one time had been with BBDO and E. S. Edwards Adv., Dallas.

Mr. Thomson

REG. M. DAGG, who has taken over as manager of the new Canadian Adv. office in Vancouver, B. C., has been appointed to handle advertising for CKNW New Westminster, B. C.

JIM WRIGHT, radio director of Hollywood office of Kaster, Farrell, Chesley & Clifford, has been named director of the agency's New York office. **CARLETON ALSOP,** director of the "Don Ameche Show" for Procter & Gamble's Drene, has been named radio director succeeding Mr. Wright in Hollywood.

MANUEL BUSTILLO, former advertising manager of the Latin American division of Bristol-Myers, and prior to that chief copy supervisor of the Latin American division of Grant Adv., New York, has joined Irwin Vladimir Co., New York, as chief of the Spanish creative department.

SANDERSON, ROBERTS & SOTTO, New Santa Monica, Calif., has opened offices in Central Tower Bldg. Principals are **WILLIAM H. SANDERSON, HUBERT H. ROBERTS** and **EDWARD A. SOTTO.**

DICK DONALD Adv., new Los Angeles agency, has established headquarters at 5225 Wilshire Blvd. Telephone is Webster 4191. Agency accounts include: George B. Lownes Real Estate Institute, Los Angeles (real estate); Scheib Automobile Painters, Los Angeles; Los Angeles Daily Reporter, Los Angeles; Ebeling Motor Co., Los Angeles (used cars); David Jones Radios, Los Angeles (dealer); Abbott Radio (repair and maintenance service); Prudential Sales Corp., Los Angeles (trailers). All are using radio.

M. C. BORLAND has resigned from J. Walter Thompson Co., San Francisco, to become vice president of the Hannah Adv., that city. Before entering the advertising business, Mr. Borland worked as a newspaperman in San Francisco, Honolulu and Los Angeles.

POLICY and management matters will be decided by the new board of directors of Duane Jones Co., New York Agency, whose billings have risen from $1,200,000 to $12,000,000 in four years. Board members are (l to r): Joseph Scheideler, Ralph Smith, Duane Jones, C. Frederic Bell and Robert Hayes. Mr. Jones is board chairman.

J. HENRY RICH, formerly in creative division of Kenyon & Eckhardt, New York, and assigned to Kellogg Co. account, has joined the executive staff of The Mayers Co., Los Angeles. He will specialize on packaged goods distributed through food and drug channels.

SAMUEL J. KEATOR, former partner in Payne Adv., San Antonio, now dissolved, has joined Davis & Beaven, Los Angeles, as copywriter.

LAWRENCE E. KRAFT, formerly on the copy staff of The Blow Co., and Erwin, Wasey & Co., San Francisco, has joined Paul E. Newman Co., Los Angeles, in similar capacity.

ELLSWORTH ROSS, Los Angeles public relations counsel, has formed his own agency under name of Ellsworth Ross Adv., with offices in the Philharmonic Bldg.

JACK HOLMES has switched from Smith & Drum to West-Marquis, Los Angeles, and is assigned to handle publicity on General Petroleum Corp. account (Mobilgas).

ROBERT E. GILLESPIE, MILTON A. FORLAND and **KENNETH W. FITZGERALD,** all former servicemen, have been made production manager, account executive and copywriter respectively of Pacific National Adv., Seattle

ALEX M. MILLER, a former president of the Association of Canadian Advertisers and wartime public relations officer of government munitions plants, has been appointed manager of the Canadian Association of Advertising Agencies, with headquarters at Toronto.

FRED W. CORNELL Jr., for 3½ years with Los Angeles Examiner advertising department, has been appointed production manager of Brisacher, Van Norden & Staff, Los Angeles.

MEL WILLIAMSON, producer, has resigned from Raymond R. Morgan Co., Hollywood, to concentrate on revival of the police series, "Calling all Cars."

E. WARDEN PHILLIPS has returned to Hart-Conway Adv., Rochester, N. Y., as account executive after 3½ years with the Army in the Middle Pacific theatre.

GEORGE H. ALLEN has joined Fuller & Smith & Ross, New York, as account executive. He formerly had been with Kudner Agency and McCann-Erickson in similar capacity.

LEONARD A. KAMINS, former radio public relations specialist with AAF, has joined Brooke, Smith, French & Dorrance, Detroit, assigned to contact department. Before the war he had been with Young & Rubicam for 10 years as account executive. During war he served in Pacific area as newscaster, commentator and lecturer at 5th Air Force headquarters. Born in Glasgow, Scotland, he speaks five languages.

ZEPHA SAMILOFF, account executive of Beaumont & Hohman, Los Angeles, is to be married today, Oct. 7, to **ELLIOT V. BOGERT,** account executive of Davis & Beaven, that city.

ROSS, GARDNER & WHITE, Los Angeles, has moved to larger quarters at 2859 W. 77th St., that city. Telephone is Drexel 7211.

JOHN C. MORSE, vice president of Dan B. Miner Co., Los Angeles, Sept. 27 married **EVA MAXWELL** of agency's media department.

SAM GODFREY, copy writer of Dan B. Miner Co., Los Angeles, Sept. 21 married Virginia Barry, freelance artist.

MARKY M. HOGAN, former account executive of Barnes Chase Adv., San Diego, has joined Raymond Keane Adv., Los Angeles, as head of radio continuity and newspaper copy.

FLORENCE A. NEIGHBORS, space buyer of Goodkind, Joyce & Morgan, Chicago, has been promoted to director of media for that agency. She will handle radio timebuying as well as other media.

THE JACOBS Co., Chicago, has changed name to Bozell & Jacobs and again becomes the Chicago office of the national organization. President of the Illinois corporation is **NATHAN E. JACOBS.** Firm has been in business nearly 25 years.

LOU SCHWERIN of the Julian Pollock Agency and I. L. Fien are forming a new agency in Philadelphia, under the name of Fien & Schwerin.

SELMA R. OSTERMAN, formerly with The New York Times, has joined the copy staff of Doherty, Clifford & Shenfield, New York.

GILMAN SULLIVAN, after service with the Marines and prior to that an ac-

(Continued on page 68)

Will rent reasonably. Completely furnished

HOUSE IN THE COUNTRY.

Every modern contrivance, electric situations, heated discussions, running laughter.

See page 75 for full details.

DIARY STUDY PROVES

WTIC Leadership in Five Ways

TUESDAY 5:00 A.M. TO 1:00 P.M.
TUESDAY 1:00 P.M. TO 9:00 P.M.
TUESDAY 9:00 P.M. TO WEDNESDAY 5:00 A.M.
Is every quarter hour marked?
Start the new Diary and mail this one today?

A comprehensive study made by Audience Surveys Inc. covering seven Connecticut counties, which include 376,950 *radio families, shows Station WTIC's dominance in five ways:

AVERAGE RATINGS . . . FIRST in *every* day-part, day and night, on the basis of average ratings by 3 to 1!

QUARTER-HOUR WINS . . . FIRST in the number of "wins" by quarter hours for entire week. WTIC has top rating in 88% of *all* quarter-hours!

SHARE OF AUDIENCE . . . FIRST in average share of audience . . . 3 times that of second station for over-all broadcasting day and night!

NET WEEKLY AUDIENCE . . . FIRST in net weekly audience listening to strip programs!

AUDIENCE LOYALTY . . . FIRST in audience loyalty . . . 77% of the audience of the average WTIC program is inherited from the preceding WTIC program!

By every measurement, this survey shows the outstanding dominance of WTIC in prosperous SOUTHERN NEW ENGLAND!

FACTS AND FIGURES? They're "coming up" . . . but for a complete and personal "preview" call your local Weed and Company representative.

*BMB Radio Homes 1946

WTIC
50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network
Represented by WEED & COMPANY
New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

COMING SOON
50,000
WATTS
TRANSMITTER NOW UNDER CONSTRUCTION
KOMA
OKLAHOMA CITY'S CBS STATION
National Representatives: FREE & PETERS, Inc.

I'm worth $175,000,000*
and for my money WRRF
is as good as gold

*The 1945 Bright Leaf Tobacco Crop sold for $175,000,000

SOON 5000 WATTS

When it comes to selling the rich Eastern North Carolina market of more than 600,000 persons, WRRF is "as good as gold" . . . because it is the only regional station that serves this fertile agricultural belt. For results in Eastern North Carolina, use WRRF. Write today for details.

1130 KC - 1000 Watts
WRRF
Washington, N. C.

ABC Network
Tar Heel Broadcasting System, Inc.
Natl. Representatives
Forjoe & Co., New York, Chicago, Los Angeles

The Largest
TRANSCRIPTION LIBRARY
OF
AMERICAN FOLK MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 48th Street, New York, N. Y.

AGENCIES

(Continued from page 66)

count executive at McCann-Erickson, New York, has joined Federal Adv., New York, as assistant to **DON PARSONS**, vice president in charge of plans.

TED SEIBEL, formerly with Devoe & Raynolds, New York, has joined Schacter, Fain & Lent, New York, as an account executive.

NEWELL D. ELY, formerly with Chicago and Detroit agencies, has acquired interest of **A. W. MOORE** in Moore & Schacht, Los Angeles. Firm name has been changed to Ely & Schacht Adv., with offices at 1501 S. Grand Ave.

ROLAND L. HAUCK, former production manager of J. Walter Thompson Co., San Francisco, has switched to BBDO that city.

DICK BERGGREN, copy chief of Garfield & Guild, Los Angeles, has been transferred to agency's San Francisco home office.

ROBERT F. DENNIS Inc., Los Angeles, has moved to larger quarters at 1151 S. Broadway. Telephone is Prospect 5201.

JACK FULWILER, 1946 graduate of U. of Georgia, has been named head of media dept. of J. Walter Thompson Co., Atlanta.

JANE LAIT has been made Hollywood publicity director of Hutchins Adv. and is working from her home until agency establishes office in that city.

HELEN FINN, former copy chief of Frederick Loeser & Co., Brooklyn, N. Y., department store, has joined the copy staff of Robert Winternitz Adv., New York.

STANLEY RESOR, president of J. Walter Thompson Co., New York, arrived in Hollywood Sept. 29 for a week of conferences on operations. From Hollywood he proceeds to San Francisco.

BRUCE DODGE, with Blow Co., New York, since 1938 and currently producing "It Pays to Be Ignorant," has been named head of radio operations for the agency's New York office only.

ROBERT REUSCHLE, timebuyer for Young & Rubicam, New York, Oct. 1 joins Sullivan, Stauffer, Colwell & Bayles, New York, as chief timebuyer.

OSCAR LEIDING, freelance writer and former managing editor of Air Transport, has joined the public relations department of N. W. Ayer & Son, New York.

FRANK KEMP, media director of Dancer-Fitzgerald-Sample, New York, has married Eileen Etten, a freelance writer.

THOMAS H. A. LEWIS, vice president in charge of radio for Young & Rubicam, Hollywood, accompanied by his wife, Loretta Young, film actress, are in Honolulu for two-month vacation.

JOE BARKER has been assigned as director of Blow Co. "Rudy Vallee Show" on NBC.

MILTON CARLSON, account executive of Western Adv., Los Angeles, has been elected vice president and treasurer.

CARL WICKSTROM, out of the Army after three years and former copy chief of Ringer Adv., Los Angeles, has joined Western Adv. as copy chief.

LOWELL SMITH, radio production manager of Smith, Bull & McCreery, Hollywood, moves to Tullis Co., Los Angeles, in similar capacity.

EARL SHAW has been named production manager of Abbott Kimball Co., Los Angeles.

HARRY WALKER, formerly with W. F. Coleman Co., Los Angeles, publishers' representative, is now account executive with Lockwood Shackelford Adv., Los Angeles.

KERMIT RICHARDSON has been promoted to production manager of Pardee Cash & Assoc., Hollywood.

JOSEPH F. BECK, formerly with Federal Adv., New York, as vice president and director, has been appointed media director of Duane Jones Co., New York.

ELLIS E. ERICKSON, vice president and assistant general manager of United Advertising Corp., Newark, has been elected a director of firm.

HAROLD BREITNER, former copywriter at Michel-Cather, New York, has joined De Perri Adv., New York, as copy chief.

THOMAS R. SANTACROCE, for 20 years with Lever Bros. as New York divisional sales manager for Pepsodent and assistant drug field manager for Lever Bros. Drug Division, has been named merchandising manager of the New York office of Dancer-Fitzgerald-Sample.

LUTHER H. WOOD, formerly vice president, Ruthrauff & Ryan, New York, is now director of research, Sullivan, Stauffer, Colwell & Bayles, New York.

GERALD J. LEVEY, formerly with Army engineers, New York, has joined Lewis Adv., Newark, as copywriter.

EDWIN COX, vice president, Kenyon & Eckhardt, New York, has been elected senior vice president in charge of creative work.

WILLIAM HOWARD, former account representative in New York office of J. Walter Thompson Co., has transferred to Detroit as office manager. **WILLIS CARPENTER**, former Detroit manager, assists **JOHN REESER**, Detroit office, who coordinates Ford Dealer advertising.

BASIL W. MATTHEWS, formerly with Benton & Bowles and who in 1945 joined Sherman & Marquette, New York, as executive on Colgate-Palmolive-Peet account, has been elected a vice president of the latter agency.

LEITH F. ABBOTT, director of promotion and public relations, KALE Portland, Ore., Oct. 1 became northwest representative in Portland of Foote, Cone & Belding, N. Y. Successor at KALE is **KELMAR K. LE MASTER**, formerly of Portland Oregonian advertising staff and Army major with AFN, Paris.

JAN WHITNEY, for two years on the production staff of N. W. Ayer & Son, Philadelphia, has joined the copy department of Geare-Marston, that city.

SCRIPT SHAPES UP WELL according to the pleased expressions of Paul Mowrey, ABC national director of television (l), and Sam Chernow, president, Chernow Co., New York advertising agency which has turned advertiser to sponsor "ABC Powers Charm School," video series being produced by ABC on WABD New York. Program, featuring the shapely Powers models, will run 13 weeks, as a Thursday evening half-hour show.

Chamber Resumes

THE U. S. CHAMBER of Commerce resumed its sponsorship on Oct. 5 for 13 weeks of *The Voice of Business* on ABC, Sat. 7-7:15 p.m. The NAM has sponsored this program for past 13 weeks. Business is placed direct.

Lux Theatre Tops Nighttime Hooper

LEADING the first 15 evening programs in the Sept. 30 "Program Hooperatings" report released last week was *Lux Radio Theatre*, with *Screen Guild Players* second and Red Skelton, who recently returned to the air after a summer hiatus, third.

Average evening sets-in-use reported was 23.7, up 2.4 from last report, down 2.1 from a year ago. Average evening rating was 7.4, up 0.7 from last report and down 0.5 from a year ago.

Average available homes was 76.2, up 3.7 from last report and down 0.6 from the same period last year.

Current total sponsored hour index was 65½ as compared with 60¼ last report, 77¾ a year ago.

How They Rated

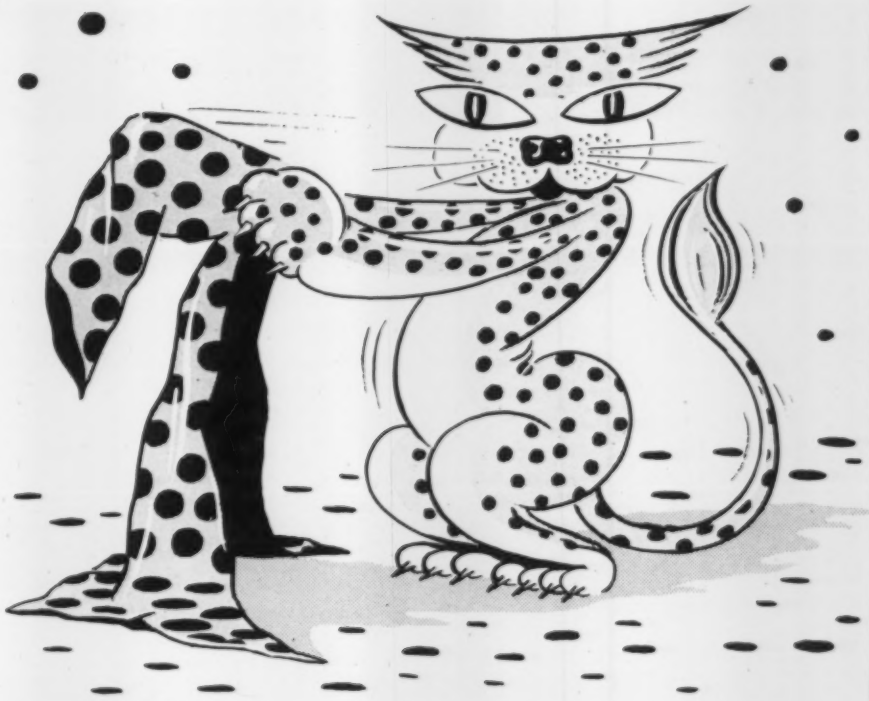
First 15 evening programs reported were as follows: *Radio Theatre* 16.2; *Screen Guild Players* 15.9; Red Skelton 15.3; *Charlie McCarthy Show* 14.5; Walter Winchell 13.5; *Mr. District Attorney* 13.4; *Hollywood Players* 12.8; *Suspense* 12.3; *Maisie* 12.2; Kay Kyser 12.2; Judy Canova 12; *Take It Or Leave It* 11.9; *Tommy Dorsey & Company* 11.6; *Your Hit Parade* 11.5; *Man Called X* 11.3.

Program having the largest number of women listeners per listening set was *Songs by Sinatra*, with 1.43; *Boxing Bout* had the largest number of men listeners per set with 1.15; and *Lone Ranger* had the most children listeners per listening set with 0.76.

Pepper Young's Family led the list of the top 10 weekday programs in the Sept. 30 "Program Hooperatings" report with *Right to Happiness* second and *Backstage Wife* third. Top 10 weekday programs follow: *Pepper Young's Family* 6.7; *Right to Happiness* 6.3; *Backstage Wife* 6.2; *Portia Faces Life* 6.1; *Breakfast in Hollywood* (Kellogg) 5.7; *Stella Dallas* 5.7; *When a Girl Marries* 5.6; *Young Dr. Malone* 5.4; *Big Sister* 5.3; *Ma Perkins* (CBS) 5.3; *Romance of Helen Trent* 5.3.

NBC
in the Triple Cities
Binghamton • Johnson City • Endicott
It's Always a Good Bet
To Put your Money on the
WINR
BINGHAMTON, N. Y.
HEADLEY-REED, National Representatives

WANT TO Change Spots FOR FALL ?



SLIP INTO SOMETHING SMART AND INTERESTING FOR FALL!

•

THE JOHN H. PERRY STATIONS OFFER NEW, BRIGHT SHOWS!

•

GAY, EXCITING ENTERTAINMENT ACCESSORIES THAT WILL DRESS UP YOUR SELLING PROGRAM!

WJHP . JACKSONVILLE — CHANGES TO 5,000 WATTS IN THE NEXT MONTH!

WTMC . . . OCALA — PUTS ON NEW AUTUMN SHOWS FOR TOP ENTERTAINMENT CHOICE!

WCOA . . . PENSACOLA — HAS ADVANCE TIPS ON LATEST PROGRAMMING & SELLING TECHNIQUES!

WDLP . PANAMA CITY — DONS NEW PROGRAMS FOR THAT WISE AUTUMN OUT-LOOK!

Represented Nationally by

JOHN H. PERRY ASSOCIATES

Wm. K. Dorman, Gen. Mgr., John H. Perry, Jr., Vice-Pres.

NEW YORK CHICAGO DETROIT ATLANTA PHILADELPHIA

A major advancement in the recording blank field . . .

10 Year GUARANTEE

GOULD-MOODY "Black Seal"

ALUMINUM RECORDING BLANKS

. . . at no increase in price!

After prolonged research and experimentation, we have introduced technological improvements into "Black Seal" blanks that not only increase life span, but materially enhance the other finer characteristics of these blanks. And so positive are we of the worth of these perfected "Black Seals" that we're offering them to you on an unconditional ten-year guarantee basis.

You can't afford to be a recording isolationist . . .

"Black Seal" blanks will not rip up, disintegrate or powder after the first playing if kept in storage for any long period of time. You are in no danger of losing valuable recordings in what, up until now, you have considered your safe library of recording blanks. No matter how well you may be satisfied with your present blanks, you can't afford to be a recording isolationist. Try "Black Seals"—if, for any reason whatsoever, you aren't satisfied, return them at our expense.

THE GOULD-MOODY CO.
Recording Blank Division
395 BROADWAY NEW YORK 13, N. Y.

News

CONNIE B. GAY, former assistant to the president of the Commodity Credit Corp. and veteran farm broadcaster; has been appointed farm director of WARL Arlington, Va. In conjunction with **BLISS HARRIS**, women's commentator, and **FRANK BLAIR**, station's program director, he is working on new national program titled "Agricultural Washington." Mr. Gay for 10 years had been with the U. S. Dept. of Agriculture in radio work.

JOSEPH R. HAINLINE, Pacific correspondent for NBC and recently named to Washington news staff of the network [BROADCASTING, Sept. 2], has joined the news staff of WJR Detroit. He will be heard on daily 6-6:15 p.m. newscast. **JACK WHITE** moves to 6:15 p.m. period from that taken by Mr. Hainline. **BOB ROWLEY** has been assigned 5:30 a.m., 7 a.m. and 8:55 a.m. newscasts. **JOHN DENMAN** continues his 4:30 p.m. summary and **TED GRACE** remains at 11 p.m. and 12 midnight spots. Mr. Hainline is credited as first correspondent to broadcast from Okinawa.

RALPH HOWARD PETERSON, NBC correspondent who recently returned to the U. S. from the Marshall Islands and the atomic bomb tests, Sept. 30 started early morning commentary five-weekly on KPO San Francisco and NBC Pacific Coast network.

PERRY DEUTHIT, announcer-entertainer of KFAB Lincoln, Neb., has been assigned assistant to **BILL MacDONALD**, KFAB farm service director.

PHILIP LEVERETT SALTONSTALL has joined the Hollywood editing department of CBS. During the war he was Los Angeles district Postal censor and more recently has been with Motion Picture Producers Assn. on foreign assignment.

TONY DONALD, newscaster, m.c. and platter turner of KWKH Shreveport, La., has resigned to return to New York.

ARTHUR REILLY, WCPO Cincinnati news analyst, broadcast his commentaries from his bed in a Cincinnati hospital following an operation.

JACK CRAINE, former announcer of CJOC Lethbridge, Alta., has been appointed news editor of that station.

JERRY MORTON, special events director of KLX Oakland, Calif., has been elected vice president of the Oakland Chapter of the American Red Cross.

RALPH KNOX, news editor of WBEN Buffalo and for 10 years news man with WOWO Fort Wayne, WIRE Indianapolis and other stations, has been added to the news staff of WHEC Rochester, N. Y., in editorial capacity.

STEVE DOUGLAS, RCAF veteran has been assigned Sun. 11:05-11:15 p.m. period by WRC Washington for presentation of sports highlights and feature story program. Fuller & D'Albert, photo supply house, is sponsor.

JIM CARLTON, graduate of the State U. of Iowa journalism and radio school, has been added to the news bureau of WHO Des Moines.

WWDC Washington through arrangements with BBC aired verdicts and news of the Nuremburg trials at all hours. Station operates on 24-hour daily schedule.

SAM ROSS, director of news and special events of CKWX Vancouver, B. C., has written two booklets, published by Facts Pub. Ltd., titled "An Appraisal of Labor and Management," dealing with need for an overhaul of labor legislation in Canada, and "The Right to Be Arrested," a plea for a Canadian Bill of Rights to protect civil rights of individuals against organizations and government.

Busy Hayes

ONE OF THE busiest commentators in the West is Sam Hayes. Five times weekly he is heard on ABC with news sponsored by Peter Paul Inc., Naugatuck, Conn. Sperry Flour, San Francisco, sponsors the newscasts six weekly on NBC. General Petroleum also is sponsoring him currently in an NBC weekly half hour sportscast. And NBC Recording Division has sold his sportscast transcribed to 89 eastern stations.

COMMENTATORS board their special plane of the Scandinavian Airlines System bound for Copenhagen, Oslo and Stockholm [BROADCASTING, Sept. 16]. They are (l to r) Edgar F. Higgins Jr., WOR New York, Mutual; H. V. Kaltenborn, NBC; Tage Palm, International Division, NBC; Marquis Childs, ABC.

ERIC SEVAREID, director of CBS Washington news bureau, is author of "Not So Wild a Dream," to be published Oct. 10 by Alfred A. Knopf, New York. Book is account of Mr. Sevareid's experiences as CBS war correspondent.

WALTER M. KEARNEY, aviation authority of WTAG Worcester, Mass., has married Evelyn Sandstrom.

JACK FRENCH, previously with WTMV East St. Louis, Ill., has been named news editor of KCVR Lodi, Calif.

ALLEN JEFFRIES, formerly with WOWO Fort Wayne and UP Indianapolis, has been named feature newscaster and writer for WKMO Kokomo, Ind.

Werner Michel To CBS As Producer - Director

WERNER MICHEL, former chief of the Radio Program Branch of the State Department, and prior to that assistant chief of the Office of War Information's Radio Program Bureau, on Oct. 6 joined CBS as a producer-director.

Mr. Michel joined the CBS news division in 1941, working in the listening post, and in 1942 went to OWI to organize the agency's schedule of foreign language and English broadcasts. During the D-Day operations he was in London to coordinate the radio part of Allied psychological warfare with the British. His last official act in his State Department post was setting up shortwave service to the USSR. Prior to his news writing for CBS, Mr. Michel was a free-lance contributor of scripts to the Columbia Workshop and taught radio writing for two years at NYU. He had produced and written radio programs abroad in Germany, Austria, France and Switzerland.

Producer Assails Demand by AFRA

Union Would Drive Audience Shows Off Air, Says Blake

AMERICAN FEDERATION of Radio Artists demand that audience participators in radio shows be paid regular AFRA scale is branded monopolistic and contrary to the public interest by Howard Blake, Los Angeles radio producer, in a mimeographed article he is sending to AFRA and network heads.

AFRA's announced purpose, Mr. Blake says, is to drive audience participation shows off the air and make more work for actors. By the same logic, he contends, the union should demand an AFRA permit from every musician who goes on the air. "Take music out of radio and there will be thousands of new jobs for actors," he points out.

Housewife or Musician

"Think it over," Mr. Blake continues. "What's the difference whether it's a housewife from the Bronx or a musician from Brooklyn? Neither is an actor and both are taking work away from AFRA members. Eliminate them both and AFRA is sitting on top of the world."

To the American Federation of Musicians, Mr. Blake offers a similar suggestion. "Why shouldn't the AFM also demand scale from performers on audience participation shows? Those people are no more actors than they are musicians, and they keep even more musicians out of work than actors . . . go the whole hog and demand an AFM fee from every AFRA performer. That will eliminate actors from radio and create thousands of jobs for musicians."

As a parallel, says Mr. Blake, the Authors League should strike against Letters to the Editor.

GOING 5000 WATTS

SWEET MUSIC IN DOUBLE TIME

KTFI

TWIN FALLS · IDAHO

WEED & CO., Representatives

BOB FOUTS

Heard Nightly

5:15 *to* 5:30 • 10:10 *to* 10:15

THE AUTHORITATIVE VOICE IN WESTERN SPORTS...

With the same enthusiam in which audiences have turned to Time-Clocked News to keep abreast with local and world events, Northern California now looks to KYA for complete coverage of the field of sports. Northern California nightly listens to Bob Fouts, KYA's aggressive sports authority for accurate, unbiased reporting of the day's sports.

Other exclusive KYA sports coverage includes Home Games of San Francisco '49-ers of All-American Football Conference sponsored by Acme Beer.

KYA
San Francisco

National Representative: ADAM J. YOUNG, Jr., Inc. *New York & Chicago*

COMMERCIAL

JACK GALE, former radio director of Buchanan & Co., Los Angeles, has joined Paul H. Raymer Co., that city, as account executive.

ROGERS P. PARRATT, formerly of Atkinson Assoc., San Francisco, has been appointed resident manager of Robert W. Walker Co., that city. **REBA STANLEY**, formerly of CBS San Francisco, joins firm assigned to station representation division.

GEORGES BOURASSA has been appointed sales manager of CKAC Montreal. Prior to his new position he was national sales representative for CKAC and before joining the station was with the sales department of CHLN Three Rivers, Que., manager of CKCH Hull, Que., and radio director for the French-language division of Harold Stanfield Adv., Montreal.

WHBC Canton and WPAY Portsmouth, Ohio, owned by Brush-Moore Newspapers, have appointed William G. Rambeau Co. as national sales representative.

CHARLES E. MIDGLEY Jr., CBS sales service manager; **WILLIAM FINESHRIBER**, CBS assistant director of programs, and **J. KELLY SMITH**, CBS director of station relations, Oct. 14 will attend a meeting of District 8 of the Columbia Affiliates Advisory Board in San Antonio.

HARRY SOLOW has resigned from the sales staff of WMCA New York to join his own advertising agency which has been organized for four years. **WILBUR STARK** also has resigned from the WMCA sales staff to join Trevor Adams to handle personal management and to form his own radio package firm.

JACKSON F. LEE has joined WILM Wilmington, Del., sales staff after five years in the Army. He was formerly with KFAB KFOR KORN.

JOHN C. WAGNER, former purchasing agent of ABC Hollywood, has been named assistant auditor of the network's Western Division. He succeeds **KENNETH STEDMAN**, who switches Oct. 10 to San Francisco office of network, becoming auditor there. Mr. Stedman replaces **EDITH KIRBY** who resigns to join her husband in the Philippines.

BILL KRAUSE, AAF veteran, has joined KGVO Missoula, Mont., as salesman.

STANLEY G. MOUSE, salesman and publicity director of WHIO Dayton, Ohio, will represent the stations of that city at the National Safety Congress starting in Chicago Oct. 10. He will report on the part that radio played in the successful pedestrian safety campaign in Dayton.

ROY BACUS, commercial manager of WBAP-KGKO Fort Worth, Tex., has been selected by the Advertising Club of Fort Worth and the Dean of the Texas Christian U. Evening College to teach a three-hour course in advertising at the school.

WLCS Baton Rouge, La., new ABC affiliate which began operations Oct. 1 with 250 w on 1400 kc, has named Joseph Hershey McGillvra Inc. as exclusive national representative.

JOHN WEHRHEIM, assistant auditor, NBC Central Division, has been advanced to assistant general office manager. **NEIL MURPHY** has been promoted to assistant to the auditor and is succeeded by **FRANK DEROSA** as budget officer. **JUNIUS J. ZOLP** succeeds Mr. DeRosa as bookkeeper.

WQBC Vicksburg, Miss., has appointed Sears & Ayers as national representative.

ARNOLD PILCHER, formerly of KFAC Los Angeles, has joined Pat Patrick Co., Glendale, Calif., as account executive.

Two CBS Renewals

E. R. SQUIBB & Sons, New York, and General Foods Corp., New York, have renewed CBS programs. The Squibb company, effective Sept. 25, has renewed *Academy Awards*, Wed. 10-10:30 p.m., through Geyer, Cornell & Newell, New York, and General Foods, for Post's Raisin Bran and Post's 40% Bran Flakes, has renewed *Kate Smith Speaks*, Mon. through Fri. 12 noon-12:15 p.m., through Benton & Bowles, New York.

KPAC

MBS

BMB

TECHNICAL

FRANK W. HARVEY, formerly in charge of field operations for RCA television, has joined the technical staff of WMAL Washington to supervise installation of the station's television facilities.

DALE POLLACK, former vice president of engineering of Templetone Radio Mfg. Corp. and member of the technical staff of Bell Telephone Labs., has opened an office and laboratory specializing in FM development and research at 352 Pequot Ave., New London, Conn. Telephone is New London 2-4824.

HERBERT PANGBORN, CBS Hollywood engineer, has been appointed facilities engineer in charge of all development, construction and operation for CBS Western Division including television and FM.

RADIO RECEPTOR Co., New York, has announced new miniature five-plate selenium rectifier, 5M1, designed to replace such rectifier tubes as 25Z5 35Z5, 117Z6, 0Y4 and others in AC-DC battery portable receivers, consoles and other equipment. Unit is less than a cubic inch in size, is to be used with 25 ohm series resistor and maximum capacitance of 40 mfd. Maximum continuous current is 100 milliamperes at ambient temperatures of 30° C. DC output voltage and maximum imput voltage is 130 v.

RCA Engineering Products Dept., Camden, N. J., Test and Measuring Section, has announced production of an advanced model RCA VoltOhmyst for servicing of radio and industrial equipment using frequencies up to 250 mc. Known as RCA Type W-75A, instrument serves as vhf voltmeter, audio voltmeter, AC and DC voltmeter, ohmmeter and FM indicator. Voltages up to 1000 volts can be measured with development of new diode probe. Polarity reversing switch is included.

JAMES D. BERNARD, formerly of KOL Seattle, and **JOHN M. PETTY**, formerly flight radio operator for Transocean Air Lines, have joined KGO San Francisco as relief engineers.

BILL EXENER, previously with KFRC San Francisco and before that with KXA Seattle, is new addition to the engineering staff of KLX Oakland, Calif.

GILBERT De La LAING, released from armed forces and before the war combination man at KRE Berkeley, Calif., also is added to KLX technical staff.

CHARLES CATANIA, daytime engineer at KOAD Omaha, is resuming his electrical engineering studies at Omaha U. in addition to his station duties. He formerly was with Army Airways Communications System on the West Coast.

VERNON WILSON, transmitter operator at WCOP Boston, has been appointed chief engineer of WNEB Worcester, Mass., new station owned by New England Broadcasting Co.

ALFRED R. MARCY has resigned as chief engineer of WFBL Syracuse, N. Y., after 18 years of service, to assume new duties in the office of the Army's Chief Signal Officer.

GORDON PARKS, released from the Army after service as communications officer in ETO, has joined WHO Des Moines as control room engineer.

JOHNNY SHERWOOD, formerly with WRAL and WPTF Raleigh, is new addition to the engineering staff of WGTM Wilson, N. C.

RAY BOURQUE, operator and announcer at CKCW Moncton, N. B., leaves station to resume engineering studies. He is succeeded by **DEAN KAYE**, transmitter operator. **GIBSON BAILEY**, new to radio and RAF aircrew veteran, takes over transmitter duties. Mr. Bailey holds engineering degree obtained in England before his enlistment in RAF.

AL NUNO, previously with the OIC in San Francisco, has joined KCVR Lodi, Calif., as operator-announcer.

IT'S GOOD NEWS FOR FM—the shipment of the 50th General Electric postwar FM transmitter. This one is going to Capitol Broadcasting Co., operators of WBCA Schenectady, N. Y. Happy spectators are (l to r): Arthur A. Brandt, GE's general sales manager for electronics; Col. E. C. Page, vice president in charge of engineering for MBS; Howard Mandernach, GE electronics district manager, New York; Marjorie Skelton, Syracuse singer; Leonard Asch, Capitol president; James D. McLean, GE transmitter division manager of sales; W. (Russ) David, GE broadcast equipment sales manager.

SYLVANIA ELECTRIC PRODUCTS, New York, electronics division, has announced new electronic flash tube, Type R4340, providing peak output of 48 million lumens and designed particularly for black and white and color photography.

Affiliation Delayed

WJBO Baton Rouge, La., a former ABC affiliate and an NBC affiliate prior to the separation of the Red and Blue networks, Oct. 10 will reaffiliate with NBC as a member of the south central group. Operating with 5 kw on 1160 kc, WJBO is owned by Baton Rouge Broadcasting Inc. and is managed by Roy Dabadie. Date previously announced for its affiliation was Oct. 1, change having been necessitated by technical difficulties.

". . . and are you what WFDF Flint calls a Dog Face?"

The American Red Cross

Memphis-Shelby County Chapter

EMPIRE BUILDING

MEMPHIS, TENNESSEE

September 5, 1946

Mr. Gene Carr
W.H.B.Q.
Gayoso Hotel
Memphis 3, Tennessee

Dear Mr. Carr:

This A.M. we received an emergency call from the Chief Nurse at the Isolation Hospital for "Aides" to assist registered nurses in caring for polio patients.

Mrs. Lena Lyon Saint, Director Nursing Services this chapter, conferred with Mr. Tom Spalding, Director Public Information who contacted you regarding this urgent need. You put the appeal on the air about 11 A.M. Shortly after 12 noon we received a call from the Hospital advising there had been an excellent response to the radio appeal and their needs were well taken care of - "Please notify the radio station to take the appeal off the air."

This just another example of the prompt response of Station W.H.B.Q. to our requests for assistance, also of the excellent results obtained when Station WHBQ goes on the air.

Thanks for the many courtesies extended us.

MEMPHIS-SHELBY COUNTY CHAPTER RED CROSS

Mary P. Poston

(Miss) Mary P. Poston
Executive Director

mpp/kh

CC: Mr. W. E. Lamb, Chapter Chairman
Mr. Tom Spalding, Director
Public Information

WHBQ

• Your Mutual Friend •

MEMPHIS, TENN.

It is our Responsibility and Privilege to Operate in the Public Interest for Both Client and Cause

WICHITA
aimed like a Rifle at Kansas' No. 1 Market
NBC in Wichita
KANS
Represented by
Taylor Howe-Snowden Radio Sales
New York • Chicago
Dallas • Amarillo • Seattle
San Francisco • Los Angeles

Sarnoff Sees Lag in Social Progress

Science Ahead of Human Relations, He Says At Anniversary

THE mechanically apt and economically intuitive immigrant boy who grew up to boss the giant electronics-communication empire of RCA found last week that science, worshipped monotheistically, was an inadequate god.

Brig. Gen. David Sarnoff, president of RCA, bespoke the need for urgent work by experts in social and political behavior to overcome the gap between mechanical progress, which has been frighteningly rapid, and the state of human relations, which seem outdated in a time of stratospheric weapons and atom bombs.

The occasion was a dinner given by RCA to commemorate his 40th anniversary in radio and attended by 800 of his associates and friends, at the Waldorf-Astoria, New York.

Social Problem

Having just returned from a trip to Europe where "insecurity, instability and uncertainty" abound, Gen. Sarnoff described the world's most pressing problem: "Can we make progress with man to the same degree as we have made progress with the machine?"

Science having presented man with an array of impressive instruments which may comprise a workshop or an arsenal, it is up to the social scientists and moralists to make certain that the proper use of them is made.

But to implement that choice, said Gen. Sarnoff, man must possess a will to peace and "the will to peace requires the heart and soul as well as the mind of man."

There is little doubt, he said, that scientists will proceed at the feverish rate of discovery that has obtained in the past 40 years so that "all the marvels of 1946 will be museum pieces 40 years from now."

Even the Weather

He spoke of new discoveries which seem destined in all scientific fields and as an example said that it was not impossible that one day even the weather might be controlled by man. "A noted man of science," he said, had told him only recently of experiments that "may lead to man's dominion over the elements."

But it was urgent, he said, that man's experimentation in the province of his own relationships proceeded apace with that in science's realm.

"Many men," he said, "will risk their lives to solve a scientific problem; few will risk their comfort or security to solve a social or political problem."

Peace, he said, depended upon the willingness of some men to embark on the latter course.

"I have lost none of my faith in the future," he said, "if only we will ourselves to achieve peace and the proper relationship between ourselves and our neighbors."

Gen. Sarnoff was introduced by Owen D. Young, retired chairman of the RCA board, and whom Gen. Sarnoff described as "my mentor."

Along With Electron

The other feature address of the evening was delivered by Dr. Karl T. Compton, president of the Massachusetts Institute of Technology, who pointed out that "the career of Dr. Sarnoff has run parallel in time with the career of the most nimble and obedient servant whom mankind has ever put to work, namely, the electron."

Lt. Gen. J. G. Harbord, chairman of the RCA board, was toastmaster.

Among prominent guests attending the banquet were Bernard M. Baruch, Gerard Swope, William S. Paley, president of CBS; Niles Trammell, president of NBC; Edward J. Noble, chairman of the ABC board; Edgar Kobak, president of MBS; Acting Chairman Charles R. Denny Jr., and Comr. Paul A. Walker of the FCC; Maj. Gen. Frank E. Stoner, chief of Army communications; M. M. Aylesworth, first president of NBC, and now radio counsel; Adm. J. F. Farley, Commandant of Coast Guard; James L. Fly, former FCC chairman; Edward J. Nally, RCA director; Dr. Frank B. Jewett, president, Bell Labs.; Adm. Joseph R. Redman, vice president of Western Union; Col. Sosthenes Behn, chairman of IT&T; Brig. Gen. Julius Ochs Adler, publisher, *New York Times;* Charles E. Wilson, president, General Electric Co.; Gano Dunn, economist; Winthrop W. Aldrich, banker; Casper W. Ooms, Commissioner of Patents; Commodore J. B. Dow; Dr. Augustine Frigon, general manager, Canadian Broadcasting Corp.

Messages of congratulations on the occasion of his 40th anniversary in radio came to Gen. Sarnoff from President Truman, Gov. Thomas E. Dewey, of New York; Mayor William O'Dwyer, of New York; Sec. of Navy James Forrestal, and Sec. of War Robert Patterson.

WABD's Video Premium Attracts 4% Response

MORE THAN 4% of the known television homes reached by the ABC *Ladies Be Seated* program on WABD New York, answered a premium offer by B. T. Babbitt Co., a response considered remarkable by the sponsor.

Employed for the first time on a television show, the premium offer, which was a costume pin, was made through arrangements between Paul Mowrey, ABC's national television director, and Walter Ware, television director of the Duane Jones Agency which handles the Babbitt account.

In announcing the results, Robert Brenner, advertising director of B. T. Babbitt said "We estimate that we received requests for the Egyptian scarab pin from over 4% of the known television homes in the territory reached by this telecast. This is a greater percentage of returns than we have ever received from a one time shot in any other medium." The pin was offered to viewers upon receipt of 25 cents and a label from a can of Bab-O.

KELO to NBC

KELO Sioux Falls, S. D., Sept. 20 became affiliate of NBC replacing KSOO Sioux Falls. KELO is owned by the Midcontinent Broadcasting Co. and operates with 250 w on 1230 kc. KSOO will continue as an independent station, carrying some NBC programs.

Williams Tests Four

J. B. WILLIAMS Co., New York, shaving cream, has started a test campaign sponsoring quarter hour news on WINR, WGBF, WHP, KFHJ. Contract started Sept. 30 and will run indefinitely as placed by J. Walter Thompson Co., New York.

Champion Signs ABC

CHAMPION SPARK PLUG Co., Toledo, last week started sponsorship of a new series of five-minute sportcasts by Harry Wismer over ABC Fri. 9:55-10 p. m. Effective Oct. 4 for 52 weeks the contract was placed through MacManus, John & Adams, Detroit.

PHILADELPHIA'S No. 1 Disc Jockey
Doug Arthur with Danceland
10,000 Watts WIBG
REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

NBC Radio-Recording

INTRODUCES

a house in the country

. . Nudge your memory a moment! That dream of a house in the country. Remember? . . .

And even if you don't remember . . . never adventured into that wondrous dreamland . . . this is a lively situation-comedy program that radio advertisers and the people in your town want . . . want mighty bad. For figures prove that listeners show an overwhelming preference for situation-comedy shows.

In offering A HOUSE IN THE COUNTRY, NBC Radio-Recording sets a new high in good fun. From the moment the program opens and voices cordially say, "Come In". . . pandemonium breaks loose with hilarious situations, excruciating problems and, of course, love eternal . . . all striking a delightfully familiar note in the lives of us ordinary folk.

A HOUSE IN THE COUNTRY is fastly paced . . . expertly acted by outstanding network talent . . . cleverly written by Ray Knight, one of radio's top comedy scripters . . . and is for rent right now to advertisers everywhere on a syndicated basis . . . Write *today* to NBC Radio-Recording, builders and designers of A HOUSE IN THE COUNTRY, for audition records and complete details.

. . new situation-comedy show
. . fresh as country air

LYLE SUDROW is Young Husband, Bruce Marshall

RAY KNIGHT is Butcher, Mr. Brown

ABBY LEWIS is Telephone Operator, Clarabelle Hopkins

PATSY CAMPBELL is Young Wife, Joan Marshall

ED LATIMER is Landlord, Mr. Pattison

BUD COLLYER and **HUGH JAMES** are announcers

52 half-hours for 1-a-week broadcast

NBC . . Radio-Recording Division

A Service of Radio Corporation of America

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco
DISTRIBUTED IN CANADA THROUGH ALL-CANADA RADIO FACILITIES, TORONTO, ONTARIO

SPONSORS

SHELL OIL Co., New York, Oct. 7 starts for 52 weeks a sports review by Bob Lyle, sports editor of WGBS Miami, Fla., three-weekly on WGBS WPDQ WSUN WWPG WLOF WMFJ. Program is heard Mon.-Wed.-Fri. 6:15-6:30 p.m. Stan Ornest, former spots announcer for CBC and assistant sports editor at WGBS, will handle commercials. WGBS will carry program Monday through Saturday under Shell sponsorship. Agency is J. Walter Thompson Co. Promotion campaign is slated which calls for personal appearances by sportscast pair at Shell dealer meetings throughout Florida, bus and car cards, newspaper ads, courtesy announcements, news releases, dealer letters and point-of-sale materials.

THE NEW YORK GIANTS Baseball Club will continue to sponsor Steve Ellis as sportscaster on "Giants Jottings" on WMCA New York, Mon. through Sat., 6:45-7 p.m., the year round, marking what is said to be the first time in radio history that a ballclub will sponsor an all-sports program throughout the year. Warwick & Legler, New York, is the agency.

HAMILTON ROSS JETFLOW Corp., Chicago, plans $1,000,000 promotion campaign for its retractable ball pen, placing through M. M. Owen Inc., New York. No radio indicated at present.

FREDERICK R. WEISMAN has been elected president of Hunt Foods Inc., Los Angeles (food products), succeeding **M. E. WANGENHEIM**, now chairman of the executive committee. Mr. Weisman, 34, is one of the youngest presidents of a major company.

JOE G. WICK, general sales and advertising manager of David G. Evans Coffee Co., St. Louis, has been appointed in the same capacity by Airline Food Corp., New York, which has purchased the coffee firm in an expansion move to include a number of companies in the food field. Mr. Wick has been with Evans for more than seven years. Airline plans to use radio.

AMERICAN CHICLE Co., Long Island City (Adams Chiclets and Sen Sen confection), has appointed McCann-Erickson Sao Paulo office to handle its advertising in Brazil, effective immediately.

ATLANTIC REFINING Co., Philadelphia, has added WEED Rocky Mount, N. C., to its North Carolina football network. Placement was through N. Y. Ayer & Son, Philadelphia.

PARAMOUNT Pictures, Los Angeles, in addition to national campaign, has started spot schedules on **KNX KFI KECA KHJ KMPC KFWB KLAC**. Contracts are for 52 weeks.

UNIVERSAL MICROPHONE Co., Inglewood, Calif., maker of sound recording components, electronic home appliances, and Pagliuso Engineering Co., maker of Peco shower heads and tripods, have appointed Klitten & Thomas, Los Angeles, as agency to handle national advertising.

ROONEY REALTY Co., Los Angeles, has appointed The Tullis Co., that city, to handle its advertising. Radio is being used.

C. J. BATES & SON, Chester, Conn., and New York (manufacturer of Barbara Bates manicure gift kits and jewel cases and knitting needles and accessories), has appointed Wilson, Haight & Welch, New York and Hartford, to handle its advertising. Plans may include radio.

BATES FABRICS, New York, has appointed James P. Sawyer Assoc., New York, to handle advertising for Bates bedspreads and matching draperies, comb-percale sheets and fashion fabrics. The firm is currently using a weekly quarter-hour labor recruiting program on WGAN Portland, Me., where Bates mills are located.

POLISHING arrangements for 11th consecutive year of Atlantic Refining Co. football broadcasts to be handled by N. W. Ayer & Son, Philadelphia, are (l to r): Joseph R. Rollins, advertising manager of Atlantic; Woody Wolf, announcer; W. Wallace Orr, vice president of N. W. Ayer & Son; Jim Britt, announcer; J. A. Corey, assistant domestic sales manager of Atlantic, and H. L. McClinton, vice president in charge of radio for Ayer.

EAGLE-LION FILMS, New York, has appointed Buchanan & Co., New York, to handle advertising. Spot campaign for "It's a Joke Son," an Eagle-Lion release, starring Kenny Delmar, is planned.

E. A. HAVELES MFG. Co., South Gate, Calif. (giftwares, Redicheck systems for restaurants), has appointed Kemmerer Inc., Hollywood, to handle national advertising and sales promotion.

TRANS LUXURY Air Lines, New York, has appointed Weiner Adv., San Francisco, to handle western advertising.

KYLE OF CALIFORNIA, Hollywood (cosmetics), and H. E. Food Products Co., Los Angeles, have appointed J. T. Crossley Co., Los Angeles, to handle advertising.

CENTENNIAL FLOURING MILLS, Seattle, is starting a new campaign for Centennial Silk-Sifted Flour, placing through Honig-Cooper Co., that city.

SIERRA CANDY Co., San Francisco (retail), in western campaign will use radio along with other media. Agency is Robert B. Young Adv., that city.

VIRGINIA ELECTRIC POWER Co., Richmond, Va., has signed for sponsorship of the half-hour broadcast portion of the WRVA Richmond "Old Dominion Barn Dance" on an area network of WRVA WFVA WCHV WGH WTON WLPM WKEY. Program originates from newly opened WRVA Theatre.

PERTUSSIN Ltd., Montreal (cough medicine), has started spot announcements on Ontario and Quebec stations. Agency is J. J. Gibbons Ltd., Montreal.

ALICE KLINE, formerly with Connecticut Dairy and Food Council, has joined the product publicity section of the public relations department of General Foods Corp., New York.

ELECTRIC SALES AND SERVICE Co., Miami, Fla., Philco distributor in south Florida, is held to be first sponsor of an FM program in that state with signing of contract with WIOD-FM Miami for three-weekly quarter-hour afternoon musical program. Series started Sept. 26.

GLOBE BOTTLING Co., Los Angeles (Wilshire Club Soda), has appointed Brisacher, Van Norden & Staff, Los Angeles, to place advertising. Radio will be used.

RUBSAM & HORRMANN BREWING Co., Staten Island, N. Y., has appointed Paris & Peart to handle all advertising for R & H beer and ale. Agency has handled radio advertising for the client for two years. Firm is currently sponsoring "Boston Blackie" on WJZ New York.

P. J. YOUNG DRY GOODS Co., New Brunswick, N. J., Sept. 28 for the football season, started sponsorship of all the home and two of the away games of Rutgers U. on WHOM New York. Jack O'Reilly, WHOM sportscaster, will do play-by-play and Charlie Baltin, WHOM program director, will do color.

J. LYONS & Co., Toronto (tea and coffee), Oct. 3 starts "Moneymakers" on CFRB CHML CKTB Thurs. 8:30-9 p.m. Agency is Albert Jarvis Ltd., Toronto.

AMERICAN HOME PRODUCTS Corp., Nov. 1 will split the company's stock on the basis of two additional shares for each share held, issuing additional shares to stockholders of record Oct. 14. Move was ratified at special meeting of stockholders held at Wilmington, Del. After distribution has been effected, corporation will have 3,858,585 shares issued and outstanding, with an authorized capitalization of 5,000,000 shares of $1 par. Action follows recent stock offering to holders of capital stock, whereby approximately 10 million dollars was added to firm's working capital.

LAURENTIAN AGENCIES, Montreal (Staze denture adhesive), plans spot campaign on 30 Canadian stations. Agency is Raymond Spector Co., New York.

KAYSER HOSIERY Ltd., Montreal, plans flash announcement campaign 15-weekly on a number of major market stations in Canada. Agency is Canadian Adv., Montreal.

CANADIAN MARCONI Co., Montreal (receivers), starts spot announcement campaign early in October. Agency is Cockfield Brown & Co., Montreal.

CANADIAN OIL Co., Montreal (oil and gasoline), is using newscasts in Toronto and Montreal as test campaign. Plans expansion. Account is handled by McConnell Eastman Co., Montreal.

MAPLE LEAF MILLING Co., Toronto (Monarch cake flour), Oct. 14 starts five minute transcribed musical programs daily on a number of Canadian stations. Agency is Cockfield Brown & Co., Toronto.

FAMOUS PLAYERS Corp., Toronto (moving picture theatres), is starting local spot announcements three to five times weekly on a large number of Canadian stations. Account is placed direct.

LARUS & Bro., Richmond, Va. (Edgeworth tobacco), is starting six weekly spot announcement campaign on a number of Canadian stations for 26 weeks. Agency is F. H. Hayhurst & Co., Toronto.

R. W. LEA, former executive vice president of Johns-Manville Corp., New York, has been elected president of the company, succeeding **LEWIS H. BROWN**, who becomes chairman of the board and chief executive officer. **ALVIN BROWN**, former assistant to Mr. Lea, has been elected a director and vice president for finance of the firm and **JOHN P. SYME**, former assistant to Mr. Brown, is now vice president and assistant to the chairman of the board.

First in Birmingham Since 1925

With The Programs Listened To Most!

★ Kaltenborn
★ Fred Waring
★ Dr. I. Q.
★ Frank Morgan
★ Mr. District Attorney
★ Sigmund Romberg
★ Alec Templeton
★ Tommy Dorsey

NBC WBRC BIRMINGHAMS BEST RADIO BUY!

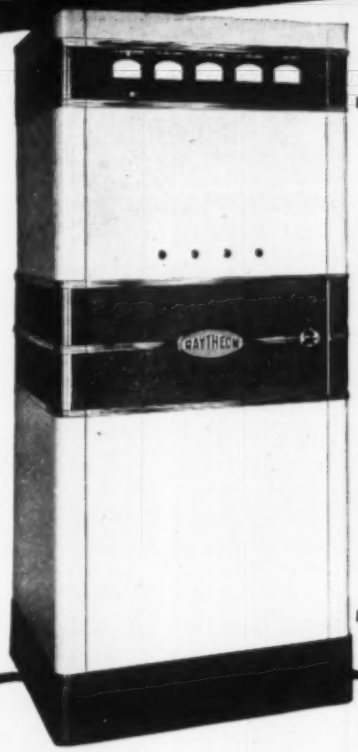
Paul H. Raymer Co., *Representative*

LIKE WLS IN CHICAGO
KOY 550 KC.
Gets Results IN PHOENIX
Key Station, The Arizona Network
KTUC, Tucson
KSUN, Bisbee-Lowell-Douglas
CBS
JOHN BLAIR & COMPANY

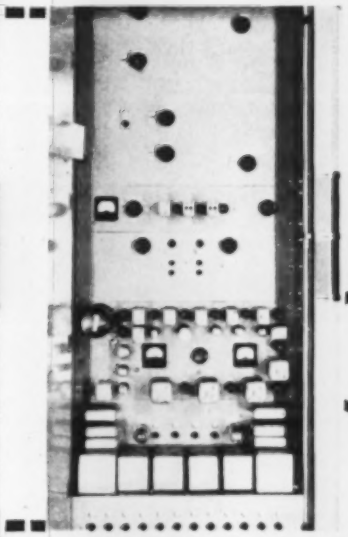
RAYTHEON'S 250 WATT FM TRANSMITTER

INCORPORATING THE NEW

Cascade PHASE SHIFT MODULATION



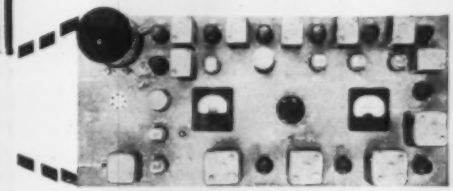
250 Watt FM Transmitter, also standard exciter unit for all higher power.



Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an *inherently* lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. *Place YOUR order now for Fall delivery.*



Above—Complete Cascade Phase Shift Modulator, Left—Front control panel of Transmitter.

YOU WILL WANT EVERY ONE OF THESE TEN IMPORTANT FEATURES . . . ONLY RAYTHEON CAN GIVE THEM TO YOU

1. **Simplified circuit design** thru the *Cascade* system gives stability and efficiency to Raytheon FM.

2. **Direct Crystal Control,** independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.

3. **An inherently lower noise level** is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.

4. **Very low harmonic distortion**—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.

5. **Conservatively operated circuits** prolong tube life—prevent program interruptions.

6. **No expensive special tubes.** The modulator unit uses only inexpensive receiver type tubes of proven reliability.

7. **Unit construction.** There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.

8. **Simple, very fast tuning.** Circuit can be completely tuned up in two or three minutes without external measuring instruments.

9. **Lasting economy.** Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.

10. **Easy to service.** Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division

7517 No. Clark Street, Chicago 26, Illinois

RAYTHEON

Excellence in Electronics

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

ALLIED ARTS

C. P. JAEGER and **NORMAN MORRILL** have been named vice presidents in charge of sales and manufacturing, and recording, respectively, of Audience Records Inc. Disc firm plans phonograph releases of corporation talent participants including "Amos 'n Andy," Jack Benny, Edgar Bergen, Ed Gardner, Fibber McGee & Molly, and Burns & Allen.

BIBLETONE RECORDS, New York, has released its new 1946 fall-winter catalog of available religious albums. New releases have been timed to coincide with the American Bible Society's announcement that Bibletone has been chosen to represent the music and record industry in the "Worldwide Bible Reading" campaign which will take place between Thanksgiving and Christmast with 42 million enrolled church members participating.

HERBERT F. GUENIN, former editor of a news bulletin for the RCA Victor market research department, and **A. MERKLEE BEITLER**, former assistant to the promotion manager of the Philadelphia Evening Bulletin, have been appointed to the advertising staff of the RCA Victor Home Instrument Dept., Camden, N. J.

BILL TRAVIS, radio director, Greek War Relief Assn., has been secretly married to former Lorraine Verity, secretary, Royal Netherlands Steamship Line.

LARRY RUDDELL, ABC New York national recording supervisor, arrived in Hollywood Sept. 30 to investigate facilities for setting up of West Coast recording studios for the network in that city.

HUGH LEWIN, Hollywood writer-producer, under a year contract, is to head an English language program service for Radio Diffusion Francaise. He leaves for Paris Nov. 1.

JOHN E. FONTAINE has been named Houston manager and **LYNN A. HALEY** as Beaumont, Tex., manager of the Graybar Electric Co. Both have been with firm a number of years.

AMERICAN Society of Composers, Authors and Publishers will hold its semi-annual meeting Oct. 10 at Ritz-Carlton Hotel in New York. The president's and treasurer's reports for the first six months of the year will be given.

PHILLIP H. LORD PRODUCTIONS, New York, is packaging a new show called "T Man," a half hour dramatized show based on the experience of Elmer L. Irey, who for the 27 years has been co-ordinator of the U. S. Treasury Enforcement Agency. Mr. Irey headed the activities of 3,000 T or Treasury men. He was responsible for the convictions of Al Capone, Moe Annenberg, Tom Pendergast and others. He resigned from Treasury Sept. 1 and signed a contract with Lord Productions last week.

NARBA Changes Given By Mexico and Bahamas

MEXICO has notified signatory nations to the North American Regional Broadcasting Agreement of three new stations, while the Bahamas gave formal notification that ZNS Nassau, which formerly operated on 640 kc, began fulltime operations as a I-A station with 5 kw power on 1540 kc, under the NARBA Interim Agreement signed in Washington last February. ZNS began on the new frequency Aug. 1. Mexico's changes:

650 kc—New, Zamora, Michoacan, 1 kw, daytime, Class II, to begin May 1, 1947.

1440 kc—XELZ Mexico, D.F., 1 kw night, 5 kw day, unlimited, Class III-A, to begin March 1, 1947.

1500 kc—XERH Mexico, D.F., 5 kw day, 500 w night, unlimited, Class II, already in operation.

EXPECTED to double Columbia Recording Corp.'s prewar production in 1947 is this new pressing plant at King's Mills, Ohio. The CBS subsidiary purchased it from Remington Arms Co. in 1944. During the war it produced small arms.

Video Network

(*Continued from page 42*)

Boston microwave radio relay. Equipment is being built and buildings and roads constructed at intermediate relay station locations on hilltops along the way. Tests between New York and New Jersey have shown good results from this relay system, which will also carry telephone as well as television signals. The New York-Boston relay should be ready for testing some time next year.

GE Builds Relay

General Electric Co., whose video station in Schenectady regularly picks up WNBT New York programs for direct rebroadcast through a relay point on a mountaintop near Hillsdale, N. Y., is also planning construction of a microwave relay for video and sound radio programs between New York and Schenectady. Originally a joint project of GE, Globe Wireless and International Business Machines, the construction and experimental operation of this relay network is being carried on by GE, with Globe having an option to buy the facilities after they have been proved workable. Globe intends to extend the network westward to Chicago. Experimental system will include a terminal station in New York and three relay stations—on Beacon Mountain 50 miles from New York, at Round Top Mountain 52 miles farther north, and 26 miles more to the Helderberg Mountains, about 12 miles from the GE studios in Schenectady. Construction has been finished on a 130-foot steel tower to house antennae, transmitting and receiving apparatus at the Helderberg Mountain relay point, GE reports.

Philco Corp. has for several years operated a relay station at Mt. Rose, N. J., through which video programs broadcast in New York have been transmitted for rebroadcasting to the Philco station, WPTZ Philadelphia. In addition to developing and operating this system, Philco also has a 1300 mc video relay system under development in its research laboratories. Indications are, the company reports, that this new system may offer real possibilities for prospective television broadcasters in smaller communities to pick up and rebroadcast programs from metropolitan centers.

Raytheon Relay

Raytheon Mfg. Co. recently demonstrated transmission of radio programs and facsimile between New York and Waltham, Mass., over its experimental microwave relay, operating at 4,000 mc with automatic stations at Lewisboro, N. Y., Oxford, Bristol and Tolland, Conn., Webster and Waban Hill, Mass. System is said to provide dependable service day and night and not to be affected by sun spots and other troubles besetting lower frequencies and to be able to carry video programs as well as other material, although no test of television relaying by this system has yet been made. Company last year presented a plan for a nationwide microwave relay system.

International Telephone & Telegraph Co. has also demonstrated simultaneous transmission of a number of radio services by its Pulse Time Modulation method, which may also be adaptable to television broadcasting and networking although tests to date have not included video programs.

Stratovision

Westinghouse Electric & Mfg. Co. has announced the completion of the first series of tests of Stratovision, system of airborne television and FM transmission under development by Westinghouse in cooperation with Glenn L. Martin Co. Equipment is now being prepared and modified for the second phase of the project, which contemplates broadcasting FM and video programs from airplanes and networking the programs from plane to plane, with a chain of 14 providing coverage for virtually the entire country.

The first tests, begun last December, showed that a usable FM signal could be sent 240 air miles from an altitude of 25,000 feet with only 250 w power. Video work centered around measurement of field strength and "ghosting" conditions in the 500 mc region.

The Modern Machine
for All-Electric Typing

IBM

ELECTROMATIC TYPEWRITER

INTERNATIONAL BUSINESS MACHINES CORPORATION, 590 MADISON AVE., NEW YORK 22, N. Y.

Equipment

(*Continued from page 38*)

its output tube, the new 8D21, which RCA describes as "the first tube specifically designed to provide the high-power, high-frequency, wide-band operation required for television broadcasting." The tube's dual-tetrode construction, the company says, provide such advantages as "inherent stability, achieved by in-built neutralization; wide band width at high efficiency, due to low output capacity; minimum current loss to grids and shields, accomplished by electron optic design."

Both visual and aural units of the transmitter are incorporated into a unit measuring 17′ x 3′ x 7′, so constructed that it can be broken down into smaller units 3′ x 2′ x 7′ which will readily fit into an elevator—an important consideration when the transmitter is to be erected atop a skyscraper. "Walk through" construction of the eight racks, with front and back doors and the components mounted on the sides of the racks, affords high accessibility.

Operating console is built so that the operator can monitor by push-button controls the visual signal for both picture and wave form quality at any point: transmitter input, modulator output, side band filter output and "off-the-air."

The super turnstile antenna, built for diplex operation (radiating both visual and aural carriers from the same elements), provides extreme broad band performance, so that only three antennas of this type are needed to cover the 12 metropolitan channels (54-66 mc, 66-88 mc, 174–216 mc). Radiators are clamped directly to the supporting pole, their shape is such as to blend with the lines of the building. Triplexing is also possible, sending out an FM signal together with the video picture and sound signals.

RCA's image orthicon camera weighs 100 pounds complete with tripod and its various units can be carried separately, being designed for quick set-up or dismantling. Lens turret with four openings permits a change of lens and refocus in 1½ seconds instead of two or three minutes. Electronic viewfinder is mounted atop the camera when in use.

New microwave radio link equipment comprises a portable transmitter and a matching receiver, each equipped with a parabolic reflector and a hook-shaped wave guide to furnish a highly directional radio relay link from remote point to studio or from studio to transmitter. Reflectors are available with either 4′ or 6′ diameters. Auxiliary equipment—camera control unit with monitoring screen and power supply for each camera, master control and switching unit with power supply and push-button switching from camera to camera, synchronizing generator —are all built into portable suitcase-like housings.

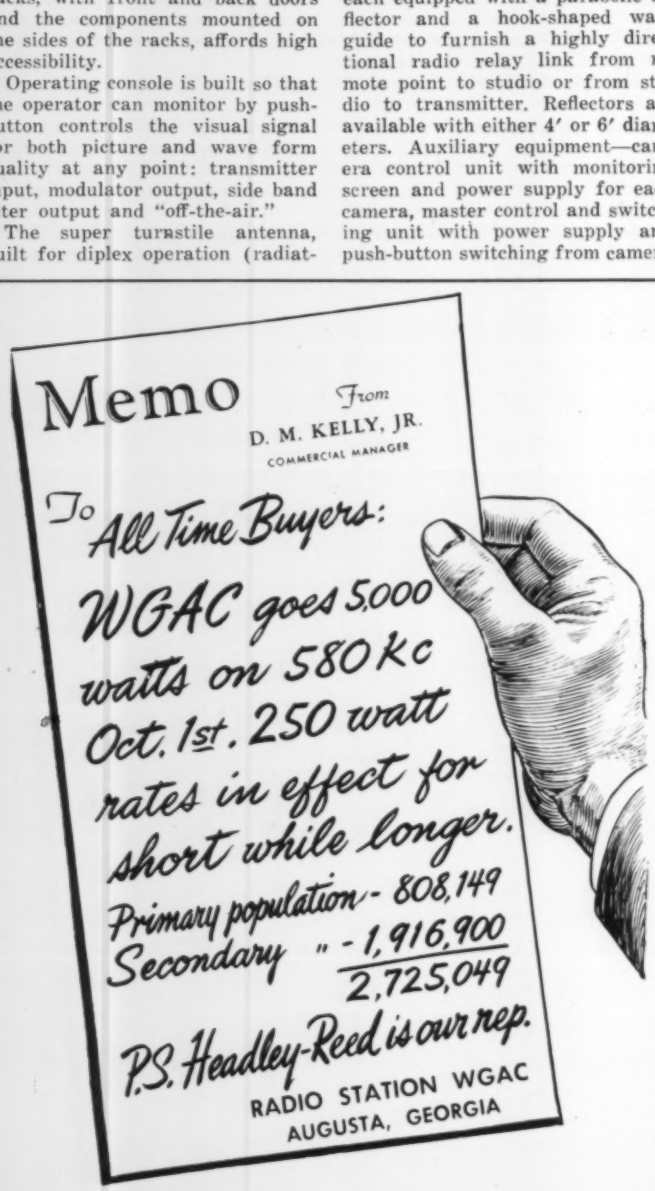
WESTERN ELECTRIC

Western Electric Co., currently busy attempting to fill orders for telephones and other equipment whose normal production was interrupted by the war, has not yet begun the manufacture of television equipment. Eventually, however, the company expects to occupy the same position in the video field as it does in AM and FM broadcasting—to produce transmission and studio equipment for broadcasters but not to go into the receiver field.

WESTINGHOUSE

Westinghouse Electric & Mfg. Co.'s position in the television field is that of a designer and manufacturer of transmitting and studio equipment in demand by broadcasters, with the majority of its current production built to order, according to C. J. Burnside, manager of the company's industrial electronics division. "An estimate of when production line technique can be used to manufacture this equipment is difficult," he says, "because the answer to the question depends on when demand will be crystallized sufficiently to warrant quantity production."

Westinghouse now has in production the first studio pickup units, built to CBS design, for experimental work with VHF color operation. Transmitting both sound and picture on the same carrier, these units can be used to convert 55 mm color slide or 16 mm color moving picture film and its associated sound into radio-frequency signals suitable for broadcasting over a color transmitter. Company states that while this was originally a Westinghouse-CBS development, "the importance of the pickup unit has warranted release to a limited number of other leaders in the radio industry," with delivery of these units to be started late this year.


Memo
From
D. M. KELLY, JR.
COMMERCIAL MANAGER
To All Time Buyers:
WGAC goes 5,000 watts on 580 Kc Oct. 1st. 250 watt rates in effect for short while longer.
Primary population - 808,149
Secondary " - 1,916,900
2,725,049
P.S. Headley-Reed is our rep.
RADIO STATION WGAC
AUGUSTA, GEORGIA

Byrnes Message Is Read At WSPA 5 kw Sendoff

WSPA Spartanburg, S. C., celebrated its expansion to 5 kw full-time with a special dedicatory program Sept. 29 when messages of congratulations from Secretary of State Byrnes and other officials were read.

Walter Brown, vice president and manager of the Spartanburg Advertising Co., which owns and operates the station, outlined its development from a 1 kw daytime non-network outlet in 1940 to its present status as a CBS affiliate with increased power, and a new 440 foot antenna tower. Other participants on the program included Sen. Burnet R. Maybank, Sen. Olin D. Johnston, Governor-nominate J. Strom Thurmond, and A. B. Taylor, president of the licensee firm.

TWO TOP-FLIGHT announcers have joined KSFO San Francisco. Going through their paces are (l to r) Franklin Evans and Tol Avery. In 1945 Mr. Evans won the H. P. Davis Announcing Award, and has done audience shows, sports, news and special events broadcasts for several stations. Mr. Avery, first heard over KSFO in 1940, has returned after Army service, his last assignment being assistant officer in charge of WVTR, AFRS station in Tokyo.

'Johnson Family' Rights Acquired by Film Firm

EDWARD NASSOUR PRODUCTIONS, Hollywood independent film producer, has acquired motion picture rights to radio serial *The Johnson Family* and has signed Jimmy Scribner, star, to a long-term contract. Firm expects to put family series before cameras around first of year.

Frank Lovejoy, New York actor, has been signed to a term contract by Story Productions. He will appear in the first Armand Deutsch-Hal Horne production, *This Side of Innocence*, to be distributed through United Artists. NBC some months ago sold film rights of its five-weekly half-hour sustainer *Honeymoon in New York* to an affiliate of Story Productions, headed by Deutsch and Horne.

Cinema Century Productions, Hollywood independent unit, is to film NBC *One Man's Family*, with motion picture adaptation by Carlton Morse, author.

NBC on 590
Muff Sed!
WOW
OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

PROGRAMS

RAZORBACK Network of seven stations in Arkansas has been formed by KXLR Little Rock to air Saturday Arkansas college football contest under sponsorship of Reynolds Metals Co., Richmond, Va. Stations participating in addition to KXLR are KTHS KFPW KUOA KLCN KELD KFFA.

Airs Favorite

FOOTBALL on a "highest vote" basis is presented over WPEN Philadelphia under sponsorship of the Coca-Cola Bottling Co. On WPEN "950 Club," daily teen-age show, listeners are urged to vote for the scholastic football game they want to hear. Posters calling attention to this new radio side of high school football are being placed on the bulletin boards of all Philadelphia public and parochial schools. Bill Sears, station sports director, and Jules Rind handle the broadcasts, which do not conflict with college football dates.

Juke Box Review

NEW seven-a-week after-midnight series, "Juke Box Parade," began Sept. 29 on WABC New York, 1:05-1.55 am. In addition to featuring the most-played recordings of the coin machines, program presents top juke-box favorites of other years as well as a nightly preview of a recording likely to become a hit. Mathew E. Harlib, director of the new show, recently returned to CBS after three years in the armed forces.

Round-Table Resumed

WQXR New York Oct. 5 started another season of "The Youth Forums," weekly discussions by young people on topics of current interest, Sat. 10:30-11 a.m. With Dorothy Gordon as moderator, program is made up of six panel members, ranging from the ages of 10 to 14, who will participate in the round-table discussion. Audience of 100 students exchanges views with the panel during latter part of each program.

KFAB Show Wins Honors

KFAB Lincoln, Neb., farm and home program, "Farm Facts and Fun," has been given top national award by American Association of Agricultural College Editors, meeting at Auburn, Ala. Program originates at KFAB each Saturday afternoon and is carried on Nebraska Wireless Network which includes KBON KOWH WJAG KGFW KORN KODY KMMJ KGKY. Show is presented in cooperation with the U. of Nebraska College of Agriculture.

WGL Gridcasts

WGL Fort Wayne, Ind., is airing local high school football games on four Saturday afternoons. Last game to be aired is Nov. 9. Gerig Furniture Store, Garrett, Ind., is sponsor.

Children's Disc Show

ARRANGED for children aged two to eight years, "Kiddies Record Karnival" has been started by WIP Philadelphia as new twist to record m.c. programming. Helen Lipkin is in charge of new series which uses theme of instruction in attributes of love and tolerance.

HAWAII SALUTES the Mainland with flowers. Mrs. Vernice D. Irwin, general manager of KVI Tacoma, Wash., presents the floral greeting to Mayor William F. Devin of Seattle, on the occasion of the KHON Honolulu program, **Hawaii Called** "calling" on Seattle and Tacoma through KVI. The Island Tourist Bureau sent the Hawaiian flower leis to the mayors of the two Puget Sound Cities.

Safety Reminder

WITH a primary design of stressing added safety caution now that school has reconvened, a special events crew, headed by Bill Herson of WRC Washington, D. C. attended opening day session of first graders in a local school last week. Interviews were aired at 8:45-9 a.m. (EST). Mr. Herson will continue to air safety warnings on his morning "Timekeeper" show.

AFRA Show

LOS ANGELES chapter of AFRA refresher course aired first program on KFVD Los Angeles Sept. 25. Station has provided half hour for "The Ugliest Man" by Arch Oboler, directed by Mel Williamson. Program is part of 16 week course intended to aid veterans regain pre-war performance level.

Freedom Program

OVER 50 leading Massachusetts educators Sept. 20 witnessed the dress rehearsal of "Let Freedom Ring," a dramatic series which opens the third season of "Listen and Learn," the daily educational feature of WBZ and WBZA, Boston-Springfield. The first program in the series was aired Sept. 23 over WBZ and WBZA at 9:15 a.m.

CBC Farm Forum

NATIONAL FARM FORUM broadcasts on CBC national network for 1946-47 will include discussions on "The Farmer and the Future" with topics on farm living standards, scientific agriculture, agriculture as a risky business, farm organizations, industrial and farm prices, social security for the farmer, farm taxes and farm home improvements being planned for the weekly program.

Airs School Football

WWDC Washington has made arrangements with the District of Columbia Board of Education to broadcast the last portion of high school football games each Friday. Portion of game falling between 5-5:30 p.m. will be aired, but schedule will be varied when games start early or are delayed.

Heard in Panama

THE "Hour of Faith" program, produced by the National Council of Catholic Men in cooperation with ABC, Sept. 29 started being aired by transcription in the Panama area on WYOB through facilities of AFRS. Program is heard on ABC Sun. 11:30 a.m.-12 noon.

WMCA Re-Titles

WMCA New York Oct. 2 re-titles "When He Comes Home" program, which has been offering guidance to recently discharged veterans, to "Where Do We Go From Here." Each week a specific story will be dramatized to demonstrate the needs and aims of the country's citizen-veterans and what they are doing to solve their economic and social problems.

Weather on WNYC

LONG ISLAND'S truck and flower gardeners will get their weather reports from WNYC New York from now on. The U. S. Weather Bureau, in order to relieve itself of the burden of answering the calls of many farmers and gardeners daily, has informed the callers that a complete weather story can be had for the listening on WNYC every morning at 7:30 o'clock.

WRGB Increases

WRGB, General Electric Co. video station in Schenectady, doubled its hours of telecasting starting Sept. 30. New schedule includes a combination of local programming and a pickup from WNBT New York, Monday through Friday, and a New York pickup on Sunday, totaling 14½ hours of program service weekly.

Dramatized Report

AS PART OF its 10th anniversary celebration, CBC has started weekly series "Box Seats," a dramatized report of the operations and achievements of the CBC, to show the Canadian listeners where the annual $2.50 listener license fee goes. There will be 11 broadcasts in series, supervised by J. Frank Willis, CBC feature broadcasts director.

Recruiting to MBS

U. S. ARMY Recruiting Service Oct. 3 for 13 weeks started sponsorship on MBS of "Sound Off with Mark Warnow," formerly heard on CBS, Thurs., 8-8:30 p.m. MBS, as did CBS, is donating the program time to the recruiting drive while N. W. Ayer & Son, the agency handling account, will not accept usual commission.

WGY Adds News

WGY Schenectady Sept. 30 added five additional news periods to its daily programs, bringing total studio news periods up to 13 daily, Monday through Saturday.

Authors and Readers

CANADIAN AUTHORS will have a chance to get first-hand opinions of their work from average readers on a new weekly CBC program originating at CBL Toronto. "The Readers Take Over" will be a series of weekly unrehearsed discussions between authors and two average readers.

Look for Yourself

ANSWERS to questions posed on local quiz programs now are posted on the bulletin boards of 65 branches of the New York Public Library. According to Francis R. St. John, chief of the circulation department of the library, the postings would be used to encourage callers to visit the libraries and to familiarize themselves with their extensive offerings. Libraries may not answer such inquiries by telephone.

Amateur Show

CHML Hamilton, is reviving the "Ken Soble Amateur Show," off the air since early in the war. Program is an amateur talent hunting show and was aired in Canada for a number of years. Program is late Sunday afternoon sustainer.

FM Football Pickups

FOOTBALL games of Union College, Schenectady, are being broadcast by WGFM, General Electric FM station in Schenectady and fed to local stations in hometown and alumni centers of opponent colleges.

'Jolly Bill' Returns

NBC on Sept. 30 resumed "Jolly Bill and Jane," said to be one of the first evening children's programs, in Mon. through Fri. 5 p.m. (PST) period. Show features "Jolly Bill" Steinke, who relates stories, sings comic songs. Series first started on NBC in New York in 1928.

KVOO Project

BOTH on and off the air youth work project has been undertaken by KVOO Tulsa, Okla., as aid in combatting juvenile delinquency. In addition to weekly "Safety Party" and "Teen-Town" programs, station is cooperating with local organizations in youth get-to-gethers and activities.

National Sneeze

KIRK KNIGHT, program director and newscaster of WEXL Royal Oak, Mich., has suffered through 15 hay fever seasons before the microphone. The other day he explained his non-sneezing technique in an interview on CBS *Feature Story* over WJR Detroit, promising George Cushing, WJR news editor, that he would get through two minutes without losing control. In the end, however, he did sneeze, then admitted that, while it was accidental, he had always had a secret desire to sneeze over a coast-to-coast hook-up.

WSGN
Welcome
IN EVERY HOME . . .
WSGN has led The All-Day Listening Audience (8 A.M. to 6 P.M.) in Birmingham for the last six months, according to Mr. Hooper.
ALABAMA'S BEST BUY FAR!
WSGN
AMERICAN BROADCASTING COMPANY
THE NEWS-AGE-HERALD STATION
Represented Nationally by Headley-Reed

They Like Video

(*Continued from page 16*)

above average in education and income: 39% of the men have had better than a high school education; 31% of the families have annual incomes of $5,000 to $10,000 and 25% have incomes of $10,000 or more. A majority of the men are executives, business proprietors or in professional occupations. The men's average age is 42 years, and that of their wives 39 years. A majority of the families have one or more children under 18.

As might be expected, the present television home audience includes a disproportionately large number of people whose occupational interests relate directly or indirectly to the television medium. In our interview sample 37% of the families were found to have an occupational connection with radio and/or television manufacturing, sales, service, broadcasting, and advertising, or with related communications media. Another 10% are active hobbyists in fields relating to television—electronics, motion-picture photography, etc. It may be concluded that the audience is radically different in this respect from any large representative audience that might be expected in the future.

RECEIVERS AND THEIR USE —A majority of viewers (52%) have receivers with 12 or 14-inch tubes, and the rest have smaller picture-tubes. One out of five has a set with a 5-inch tube (3 x 4 inch picture). Station reception was highly unequal in New York City prior to the recent channel changes (there is some evidence that the situation has not been altered by the new channel assignments): only 62% of the receivers could obtain images from all three stations, and only 17% could receive a clear picture from all three. Less than half of the viewers could receive a clear picture from any two stations. Audio reception is generally much better.

High Viewing Rate

The frequency of viewing is naturally affected by such differences in reception, those who can receive satisfactory images from all three stations tending to use their sets more often than do those whose reception is less satisfactory. Despite this circumstance, the average family views television five nights out of seven, and 32% report having the receiver on every night of the week.

As in radio listening, the frequency of viewing by individual members of the audience tends to be less, the higher the individual's education and economic status. Unlike radio, however, television tends to be slightly more popular among men than among women (68% of the men and 61% of the women view television programs four or more evenings a week), a condition to which a number of factors contribute — among them the preponderance of sports in present programming, the technical interest in television of many of the men, and a certain reluctance of a considerable number of the women to learn to operate the television set themselves (a reluctance due in part to the masculine attitude that the television set is a piece of engineering equipment, not an item of household furniture).

OFFICIALS OF COLONIAL BEACON Oil Co. and their advertising agency, Marschalk and Pratt, met in the offices of WELI New Haven to discuss promotion for their twice daily *ESSO Weather Reporter* feature. Shown above (l to r) are: (seated) Edwin Schweitzer, WELI sales manager; H. A. Parker of the Colonial Beacon Oil Co.'s Boston office; Richard W. Davis, WELI general manager; and Curt A. Peterson of Marschalk and Pratt; (standing) Bevo Middleton, assistant to H. C. Wilder, WELI owner; Bob Crum of the Standard Oil Co. of New Jersey; and Frank Headley of Headley-Reed Co., national representative of WELI.

Viewing Groups

According to the testimony of our respondents, the average number of viewers per receiver is 7.7, but since this is merely an estimate, rather than a coincidental measurement, we consider it probably inflated. More exact measurements have indicated that 5.0 is a more reliable average.

Eighty-nine per cent of the families report that guests, who are not members of the immediate family, are usually present in the viewing group. Six out of ten audience groups view the program in complete darkness, and three out of ten in dim light. Characteristically the viewer devotes full attention to the program.

GENERAL ATTITUDES—During the period of the channel changes, when television service was suspended, 87% of the New York City set-owners missed television "very much" and only 3% say they missed it "not at all." This highly favorable attitude, already evidenced in the frequency of viewing, is amply confirmed in free-answer comments.

The primary values found in the medium tend to be expressed by the set-owners in terms of explicit or implicit comparisons with other media. In comparison with radio, television offers a closer approximation to reality, frees the viewer from the necessity of providing his own visualizations and imaginative constructions, and offers a wider range of content than radio can deal with.

These advantages are pointed to in such typical comments as the following: "Can see things that happen right before your eyes that you couldn't visualize with radio." "Seeing the people instead of using imagination." "There are certain things that the eye can appreciate more than just the ear alone."

Comparisons with motion pictures generally refer not to content (since television programs may themselves include films) but to convenience—the freedom, comfort and convenience of home viewing, which offers visual entertainment without the effort of special preparation and travel, avoids the annoyances of traffic congestion and the parking problem, requires no standing in line for a ticket or a seat, and so on.

Aid to Family Life

"You don't have to go out in all kinds of weather," says one viewer. "You save all that traveling time," remarks another, "when it's over all you have to do is shut it off and go to bed." There is a strong feeling among present owners that

Your share is there

IF YOU KNOW YOUR OATS, YOU'LL RECOGNIZE THIS BOWL OF BUYING POWER IN

"FOOTBALL CITY"

Canton, Ohio — birthplace of professional football and home of WHBC, the station that sports a real record for results!

Football is Number One sport in Canton . . . and Canton's Number One station builds and holds audiences with play by play broadcasts of high school, collegiate and professional games. Cash in on guaranteed local loyalty. Let WHBC's Good Neighbor Mike carry the ball for your campaign in this market.

whbc

5000 WATTS SOON!

BASIC STATION MUTUAL NETWORK

represented by WM. G. RAMBEAU CO.

your good neighbor in CANTON, OHIO

always a busy city

KNOW

"Austin Gives You More Dollars Per Dialer . . .

KNOW Gives You More Dialers Per Dollar."

1st in AUSTIN, TEXAS

WEED & COMPANY

Representatives

television has a beneficial effect on family life by re-establishing the home as a center of family entertainment.

It tends to replace forms of amusement which previously divided the family and drew it away from home and offers the same enjoyments simultaneously to all the family members. "We stay at home a lot more," they say. "The children don't run around as much." Television ". . . keeps the children off the streets," and "brings the family closer together."

PROGRAM PREFERENCES — It would be dangerous to come to any conclusions about the programming possibilities of the medium on the basis of present audience preferences. Their judgments are based on the relatively limited program scope of present-day television, and are complicated by the fact that few of the viewers have seen the program experiments of all the existing stations.

Lack of Music

Because of the music ban one large area of popular entertainment has been scarcely touched by television; and many other potential program forms have been dealt with only in a tentative, experimental way. On the basis of what they have seen thus far viewers express a decided preference for sports and drama (including live dramatic performances and feature films).

Seventy-five percent of the male viewers give sports as their preferred program type and 28% prefer drama. Among women the order is reversed—47% giving first preference to drama, and 44% to sports. Quiz and stunt programs are given first preference by 5% of the men and 16% of the women.

When the viewers were asked what new kinds of programs they would like to have in addition to the types now available, 35% requested comedy-variety, 23% mentioned musical programs, and smaller numbers requested more full-length plays, certain sports not now being broadcast, more informational and news programs, and women's and children's programs.

COMPETITIVE POSITION — Although television's full program repertory has been far short of achievement, a majority of the viewers (6 out of 10) say there are no regular radio programs they listen to in preference to television; among those who do sometimes listen to the radio in preference to television, the popular comedy-variety shows are the chief incentive, followed in order of popularity by drama and music.

Approximately half of the viewers report that they go to the movies less often, since obtaining a television receiver, than they did before. However, 48% still attend a movie on the average of once a week, and 16% go twice a week or more.

In the Future

IMPROVEMENTS — On the programming side, the present set-owner wants the additional program types mentioned above. He also expresses a strong interest in seeing more recent feature films than television has been able to provide. He wants more programs and longer schedules. He looks forward to improvements in production technique and performance.

On the technical side the viewers were asked: "What technical improvements in television would please you most?" The most frequently mentioned were: a larger picture, a clearer and sharper picture containing "more lines" and "finer detail," pictures in color, simplification of set operation, and a reduction in picture interference.

For a picture "twice as sharp and clear" as the one they now have, seven out of ten would buy a new set and pay an additional $50 on the purchase price; 59% would pay $100 more. Seven out of ten would pay an additional $100 for a new set that would give them a picture in color, and 81% would pay $50 above the price of a black and white set for a picture in color.

CONCLUSIONS — On the whole, television has obtained a considerable measure of success with its present audience in New York City, but evaluation of their attitudes as an indicator of television's immediate prospects, and as a guide to its development, requires caution. The audience is of microscopic size and unrepresentative in composition. The fact that approximately half of the present set-owners have an occupational or hobby interest in the medium points to their special incentive in buying a set.

A majority of them appear to be well-informed about the conditions that have limited the technical and program development of the medium, and their enthusiasm for the television of today tends to be supported by anticipation of improvements yet to come. It is quite possible that a more representative audience might develop viewing habits and attitudes somewhat different from those of the special audience on whom we have had to depend for information during the last few years.

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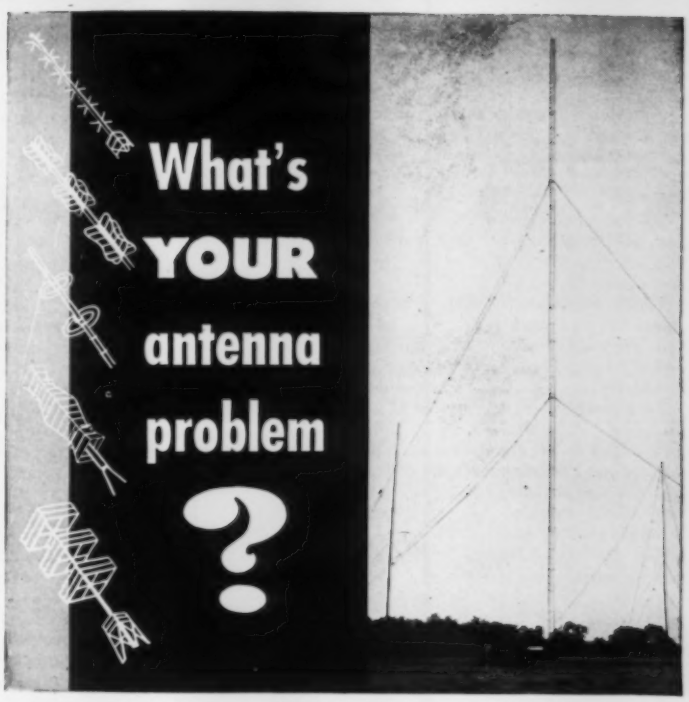

There's a structurally-sounder, SAFER answer in . . .

ideco
TRIANGULAR SECTION
towers

Whatever your plans call for in height, location or type of array, you'll find important advantages . . . complete assurance of safety . . . in IDECO triangular-section tower design.

For continuous service, high-frequency broadcasting, it is imperative that your antenna be operative at all times. Low-level emergency hook-up will not substitute.

Triangular towers retain their shape, regardless of the direction of wind loads. With no distortion, secondary stresses are avoided . . . actual loads in structural members are exactly as calculated. Wind resistance is cut to the minimum, reducing maximum load as much as 20%.

These are some of the reasons for the 100% safety record of IDECO Triangular-Section Towers. IDECO engineers, who have worked hand in hand with radio engineers since the start of broadcasting, will be glad to work with you in applying the basic safety principles of IDECO design to the solution of your problems. WJR 700-foot triangular tower shown above has been in continuous service since 1940.

IDECO Towers are supplied direct or may be ordered through any of the principal manufacturers of broadcasting equipment. Write for descriptive bulletin RT-46.

INTERNATIONAL DERRICK & EQUIPMENT CO.
850 Michigan Avenue • Columbus 8, Ohio
Sales Offices:
New York • Washington, D. C. • Dallas • Houston
Tulsa • Los Angeles
IDECO

Art Men

(*Continued from page 17*)

our motion picture department, lay out the titling, make sketches for the animator, check timing, o. k. the cells and assist in editing the final film.

"It was decided that a basic flexible be designed and constructed. The art director submitted sketches and suggestions.

"Each week sketches had to be made of sets and props. A floor plan showing the disposition of the scenery and props with careful consideration given to camera movements accompanied the sketches. In addition the art director had to secure set props and hand props and supervise set dressing. He had to design and supply mechanical devices, lettering and photographs for easel work.

"At all times the art director had to work closely with the dramatic director suggesting video effects which the dramatic director desired.

"Through these efforts we were able to learn about technical limitations, costs, supplies and union regulations. We learned how the ultra high frequency television image compared with other forms of reproduction.

"The results of our first television effort were considered generally satisfactory. Currently we have three television shows:

1. *Gulf Television News* with Milo Bolton—over WCBW (CBS) for Gulf Oil Co.

2. *Geographically Speaking* with Mrs. Carveth Wells—over WNBT (NBC) for Bristol Myers' Trushay and Minit Rub.

3. *I Love to Eat* with James Beard—on WNBT for Borden's Foods.

"In all cases the body of the show is written, produced and directed by broadcasting company staffs, commercials devised by Young & Rubicam. We are using mobile drawings, maps, diagrams, films, models and dramatic skits requiring sets.

"Our task on current shows is less inclusive and, therefore, simpler than it was in our first effort. We are keeping our plans fluid and can move towards the specialized designer if needs be, or develop our own staff.

"This much can be said for the future—no knowing advertiser will pass up the proven selling worth of the commercial that is *seen* as well as heard—to that extent at least the agency art director will always be in the picture."

BBDO Viewpoint

Interested in television avocationally long before it entered the sphere of his agency activities, Chet Kulesza of BBDO has had ample opportunity in recent months to combine hobby and business in devising means for the effective video presentation of the products of BBDO clients on a number of experimental telecasts. From his experience, he lays down an outline of what every agency art director should know to prepare himself for television. Mr. Kulesza:

"The average agency art director knocking out layouts has an extensive knowledge of art, design, balance, color and composition, which will stand him in good stead in television.

"However, for professional television production, the art director's background should include more than the above mentioned basic requirements of art direction. Rather than be an expert in a few techniques, he should spread his talents over the whole range of requirements. Before he can be successful, he should adapt himself to this new medium by becoming familiar with the following techniques:

"(1) WITH SET AND SCENIC DESIGN, in order that he may correctly stage the presentation at reasonable expense and still retain the necessary artistic tone and audience appeal.

"(2) WITH CONSTRUCTION OF SETS, PROPERTIES AND GADGETS, so that he may design these various objects to scale, and not only know what to use but also know how to utilize the standard objects that are available.

"(3) WITH ARCHITECTURAL DESIGN, since his designs must conform with the nature, period and mood of the presentation.

"(4) WITH INTERIOR DECORATION, because the small screen demands simplicity of staging, the art director must know how to arrange the interiors to play down unimportant objects and at the same time maintain an interesting balance.

"(5) WITH COSTUMING AND MAKE-UP, so that the ultimate color response on the black & white viewing screen, clearly shows the variety of careful shading employed. This involves a thorough knowledge of color transposition to the grey scale.

"(6) WITH LIGHTING TECHNIQUES, because lights are virtually the director's paint brushes. Any conceivable pictorial effect may be painted on the scene by the proper manipulation of the lighting equipment.

"(7) WITH MOVIE TECHNIQUE, since Hollywood picture technique is a natural element of perfection to be included in television production.

"(8) WITH SPECIAL EFFECTS, such as the montage, panorama, the cross dissolve, fades and all implication techniques which portray a distinct message to the observer.

"The art director must familiarize himself with television station equipment and its limitations so that in planning and designing television programs he will know what can be accomplished technically as well as economically.

"Now is the time for advertising art directors to get their experience and know-how, because the ultimate success of television programs and commercials will greatly depend on professional art directors for layout, design, and picture composition."

PROUD PAPAS traded cigars when the stork visited WLW Cincinnati twice in two days. Fathers are (l to r) Dave Partridge, sales promotion director, and Jim Cassidy, director of public relations. Mr. Partridge was later found giving away Mr. Cassidy's cigars.

Compton Adv. View

Wyllis Cooper, radio program and television director of Compton Adv. Inc., has also had experience in producing motion pictures. While not exactly an art director, his thoughts are pertinent to this discussion. Mr. Cooper:

"Back in the pre-radio days when the agency art departments discovered photography, and one could suddenly buy a used set of oil colours complete with second-hand easel at any hockshop, the wiseacres predicted that this new art was over the heads of the paint-stained wretches in the back room. Certainly, for a few years, it appeared that the hoary-headed ones were right; some of the fruitiest camera jobs ever seen appeared in the public prints over the logotypes of national advertisers. But time went on, and the agency art people studied photography, and the pictures got better and better, and the new medium of illustration was in. And it is certainly true that photography of today owes a great deal to the painstaking efforts of the agency people who believed in it, studied it, and paid attention to their betters who knew about it. And these same betters today owe a good many of

HARVEY

Bliley BRUSH PRESTO Bogen NATIONAL ALTEC LANSING CORPORATION

"NAME" BRANDS

Presto Altec Lansing . Brush Daven . National . Bogen — they're big "name" brands and you'll find them here at Harvey, a steady source of supply for broadcast stations since 1928. We have practically everything here a station needs except the talent and the announcer. And we've backed our fine stocks up with an equally fine shipping service. Orders are filled as rapidly as possible, and are packed to reach you in first-class condition. Our prices are right, too. All in all, it pays to do business with Harvey

No matter where you are located, a letter, telegram or phone call will get you prompt action

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THE SPORTS STATION OF THE NATION!

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- Inter Collegiate Basketball
- Professional Basketball
- Trotting Races
- Professional Boxing
- Ski Casts
- Madison Square Garden Track Meets
- Horse Race Results
- Soccer Tips
- Hour of Champions
- Todays Baseball
- Warm Up Time
- Sports Extra
- Take A Tip From Me
- Basketball News
- Sports Final
- Nat'l Indoor Tennis

WHN 50,000 WATTS NEW YORK Rep. by RAMBEAU

their 1946 Cadillacs and their crusty bottles of port to the advertising business; the advertising art business.

Mighty Catalyst

"That sets the pattern for what effect the agency art departments will have on television, and vice-versa. The advertising business is a mighty catalyst. It will affect the quality of television and motion picture art enormously; but not at once. The factor of motion is a difficult one to understand and to use; and art-in-motion is controlled completely by the art and science of cinematics. The art of the motion picture — and television is merely another way of showing motion pictures—transcends static art. It is subject to rules as hard and fast as the law of gravity.

"It will take time to learn and apply these rules; there will be many who will leap on horseback and gallop off in every known direction—just as their forbears did when photography crept in. But if agency art directors and artists will be patient, listen carefully to the professionals in a field that is new to them, and humbly apply their ingenuity to the medium, nobody has anything to fear. But home movies aren't good enough for television; this new medium's audience has been looking at *good* movies twice a week all its life, and these people aren't going to be kidded by amateur pictures."

NEW WSAP-FM MAKES VIRGINIA FM DEBUT

WSAP-FM Portsmouth, Va., went on the air Sept. 30, operating on 94.7 mc. Its authorized power is 50 kw.

The station is owned by Portsmouth Radio Corp., which is also licensee of WSAP, standard station on 1490 kc and an MBS affiliate. T. W. Aydlett is general manager of both stations.

Although only one of the first three Virginia stations to receive a conditional FM grant, WSAP-FM rushed its preparations and expects to be first on the Old Dominion air with frequency modulation. Originally scheduled for Sept. 20, the opening was postponed because of delay in receiving equipment.

Other staff members include: J. L. Norfleet, commercial manager; W. O. Fishback, assistant commercial manager; Ernest Tannen, program director; Abbot Lutz, continuity and promotional director; Frederic C. Clair, chief engineer and Vincent Essig, chief announcer.

Webster L. Sohl

WEBSTER L. SOHL, 56, founder and president of Advertising Bureau Inc., New York agency, died Sept. 26 after being stricken while traveling on subway. Mr. Sohl had been in poor health for some time. It is understood his wife, Charlotta Taylor Sohl, will carry on as head of agency.

For FM and TV

NEW ANDREW COAXIAL CABLE WITH

51.5 OHMS IMPEDANCE!

3⅛" COAXIAL CABLE

Meets Rigid FM-TV Standards

A new coaxial cable, especially designed for FM and TV use, is now a reality at the Andrew Co. Scheduled for mid-June delivery to the first orders received, these new cables, in 4 sizes, introduce the following important engineering features:

1. Characteristic impedance of 51.5 ohms. (The regular Andrew cables for AM applications have a nominal impedance of 70 ohms.)

2. Connectors and associated fittings have been engineered with special care to avoid reflections and discontinuities. Being completely solderless, these fittings simplify installation and eliminate problems of flux corrosion and pressure leaks.

3. Insulators are spaced 12 inches apart in the 3 large size cables, and 6 inches in the ⅞-inch cable.

4. Improved low loss insulation material is used, having a dielectric constant of 6.0 and a maximum loss factor of .004 at 100 mc.

5. Close tolerances have been established on conductor and insulator dimensions, in order to maintain a constant characteristic impedance.

6. Inner and outer conductors are made of copper having a minimum conductivity of 95% IACS at 25° centigrade.

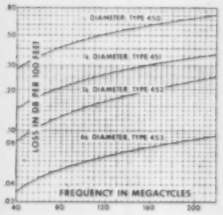
Your order now is the best assurance of early delivery on this new coaxial cable for your FM or TV installation.

Write or wire the Andrew Co., 363 East 75th Street, Chicago 19, Illinois, for complete information or engineering advice on your particular application.

6⅛" COAXIAL CABLE

ATTENUATION CURVE

Attenuation is calculated to provide for conductor and insulator loss, including a 10% derating factor to allow for resistance of fittings and for deterioration with time.



● The new 51.5 ohm air insulated coaxial cable for FM and TV comes in 4 sizes, priced tentatively as follows: ⅞", 42c per ft.; 1⅝", 90c per ft.; 3⅛", $2.15 per ft.; 6⅛", $5.20 per ft. Andrew Co. also manufactures a complete line of accessories for coaxial cables.

ANDREW

ANDREW CO.

363 EAST 75th STREET

CHICAGO 19, ILLINOIS

PRODUCTION

BILL BALLANCE, member of the announcing, news and special events staffs of KOA Denver, has been promoted to night manager and publicity director of the station. He is a Marine Corps veteran, has been in radio for 10 years. He takes over duties formerly handled by **RUDY SMITH,** advertising and promotion manager of the Station. Mr. Ballance is succeeded by **AL TOPEL,** Army veteran, most recently with WTSP St. Petersburg, Fla. Before the war Mr. Topel had been with the Chicago Herald-Examiner.

ELLIOTT ROBERTSON, production director of NBC Central Division, has been transferred to WRC Washington in same capacity. Mr. Robertson joined network in Feb. as staff writer in press department and was transferred to the production department in October of that year.

GENEVIEVE NELSON, former traffic manager of KROW Oakland, Calif., has joined the program department of KGO San Francisco, succeeding **HELEN TAINI,** who has been appointed secretary to **BLOYCE WRIGHT,** program manager.

WRAY ELTOM, staff announcer of CJOC Lethbridge, Alta., is the father of a boy.

JAMES DOOHAN, discharged from the Canadian Army as captain, has won the first scholarship of the Academy of Radio Arts, Toronto, and has left for the Neighborhood Playhouse School of the Theatre, New York, to study for two years.

DOMINIC BOBBIO, former script writer of KYA San Francisco, has joined KQW San Francisco as music librarian.

FRANK E. SHAFFER, former program director of WKRZ Oil City, Pa., and announcer at WAKR Akron, Ohio, has been appointed program director of WKNA Charleston, W. Va., new ABC outlet, 1 kw on 950 kc.

HERB STILLER, former combination man at KRE Berkeley, has joined the announcing staff of KLX Oakland, Calif. He is swing music specialist.

FRANCES HELM, women's program director of WBAP-KGKO Fort Worth, Tex., has been appointed chairman of the Texas District of the Association of Women Directors of NAB.

EMILY CRANDALL has joined WGTM Wilson, N. C., as continuity writer.

NICK SANCHEZ, announcer at KPAB Laredo, Tex., has resigned to study for his first class operator's license. He is being replaced by **FRANK STEVENS,** ex-Marine and graduate of the Radio City School of Radio Technique.

LARRY COLTON, has joined WTIC Hartford, Conn., as arranger for station's orchestra. **RICHARD H. WANGERIN,** chief announcer at WGL Fort Wayne, Ind., has resigned to become manager of the Fort Wayne Philharmonic Orchestra.

GREG ANDERSON, former announcer of CJGX Yorkton, Sask., has joined CJRL Kenora, Ont.

LYMAN SMITH, manager of KFI Los Angeles recording division, following two months illness which confined him to his home, has returned to his station duties.

DON OLSON, released from Naval Air Corps as ensign, has joined KGVO Missoula, Mont., as announcer.

BETTY WELLS, women's commentator of KRNT Des Moines, has been appointed to the faculty of Drake U., that city, to conduct an accredited evening course in radio acting.

RUSH HUGHES, St. Louis record m.c., has returned to the air on KXOK St. Louis. In radio since 1927, he will be heard weekdays on "Russ Hughes Show" and "The Song and Dance Parade."

TOM MORE, formerly of WCKY Cincinnati, has joined the announcing staff of WNOX Knoxville, Tenn., where he will present three shows daily.

JOHN MacDOUGAL of WLOL Minneapolis announcing staff has returned to the station after 24 months in the Army. While in the service Mr. MacDougal served as chief announcer of the 200,000 w outlet of AFN Munich.

JOHN B. MURPHY, former acting director of mobile operations at WABD New York, Du Mont television station, has been appointed director of mobile operations. Mr. Murphy joined WABD as studio assistant in Feb. 1944 after service with the Army.

LONNY STARR, announcer at WFBR Baltimore, is the father of a boy, Donald George.

NED LUKENS, formerly of WIP Philadelphia, and **WAYNE FARRELL,** previously with WHN New York, have joined announcing staff of WPEN Philadelphia. **JEANNE FISHER,** formerly of Wyeth Inc., joins WPEN as continuity writer and **PAUL MARTIN,** from WWDC Washington, has been appointed continuity editor.

WILL REGAN is to resume his Irish program on WPEN Philadelphia after an absence of five years because of war work. He formerly had been heard on WHAT Philadelphia.

DICK BLANCHARD, engineer at KPRO Riverside, Calif., has switched to station's announcing staff.

JUNE HAYDEN, vocalist of CBS Hollywood, is recuperating from an appendectomy, undergone Sept. 28.

KEN CASE, AAF veteran with B-24 service, has joined the announcing staff of KOAD Omaha. He studied radio at Army's radio school at Sioux Falls, S. D. **JACK MEYERS** has resigned from KOAD staff as announcer to join KORN Fremont, Neb., in similar capacity.

BOB PEEBLES, released from the armed forces, has rejoined WKNE Keene, N. H., as program director. **KEN HALLENBECK,** Navy veteran who formerly had been with WSNY Schenectady, N. Y., joins WKNE announcing staff.

JEAN HERSHOLT, star of CBS "Dr. Christian" series, is in Los Angeles St. Vincent's Hospital following minor surgery.

SHIRLEY MITCHELL, who portrays Leila Ransome on NBC "The Great Gildersleeve," is to be married Nov. 9 to Dr. Julian Frieden in New York.

LARRY SUTTON, formerly with the program and productions staffs of KSL KUTA KNAK Salt Lake City, is now program manager of Broadcasting Corp. of America and program director of KPRO Riverside, Calif. Broadcasting Corp. of America also operates KROP Brawley, KREO Indio and KPOR (FM under construction).

ADELAIDE BRAY replaces **KATE CHRISTIANS,** resigned, as continuity writer at WIP Philadelphia.

HELEN SHENTON, former continuity editor of WTOP Washington, has been appointed assistant to **HAZEL KENYON MARKEL,** director of education and community service. **HARRIET FREEMAN,** previously Miss Shenton's assistant, has been named continuity editor.

BERNARD S. MORLEY, program director of WINR Binghamton, N. Y., has been appointed to serve for three-year term on the Advisory Council of the American Civic Assn.

TRIPPIE WALKER, director of women's programs for WSOC Charlotte, N. C., has taken on added duties in the continuity department.

TIP SAGGAU and **ERNIE SANDERS** have joined WHO Des Moines. Mr. Saggau, brother of Notre Dame's All-American Bob Saggau, made his initial broadcast as sports announcer last Saturday with play-by-play account of the U. of Iowa-U. of North Dakota football game at Iowa City. Mr. Sanders, a former WHO staffer, returns to the station after serving as director of Armed Forces Network in Europe. He was released as colonel.

BILL STULLA, announcer-writer, and **RUTH FRANZEN,** producer, both of KFI Los Angeles, were married in Glendale, Calif., Sept. 15.

BILL WILLAR, former news commentator of KALL Salt Lake City, has joined KROW Oakland, Calif., as announcer.

JACK ZWILLINGER, NBC television darkroom technician, is the father of a boy, Craig Randolph.

JIM MILLER, NBC staff writer, is the father of a boy, Philip Lee.

LEW PFEIFER, chief announcer of KFRC San Francisco, has married Marian Boyle, former secretary to Commentator Rex Miller.

STAN TAPLEY, program director of CKOV Kelowna, B. C., is the father of a girl, Suzan Carol.

DON BALL, formerly with Neff-Rogow, New York, has rejoined CBS as assistant director of the editing department. Before his association with Neff-Rogow, Mr. Ball served at CBS successively as announcer, producer-director, assistant director of network operations and assistant director of editing.

ELINOR LEE, director of women's activities for WTOP Washington, has completed the chapter of a speaker's handbook for women called "Time To Speak Up." Miss Lee's chapter deals with radio. Chapters are written by other famous women including Queen Elizabeth, Eleanor Roosevelt and Dorothy Thompson.

FRANK SINATRA has been awarded the Gold Globe for promoting racial tolerance by the Hollywood Foreign Correspondents Assn.

THIS is Mary Lou and her big lamb. And Mary Lou's brother, Jim. Mary Lou, whose last name is Holt, is 19 and is night studio hostess at WIBW Topeka, Kan. The lamb, whose name is Peter Pan, won the blue ribbon at the Kansas Free Fair.

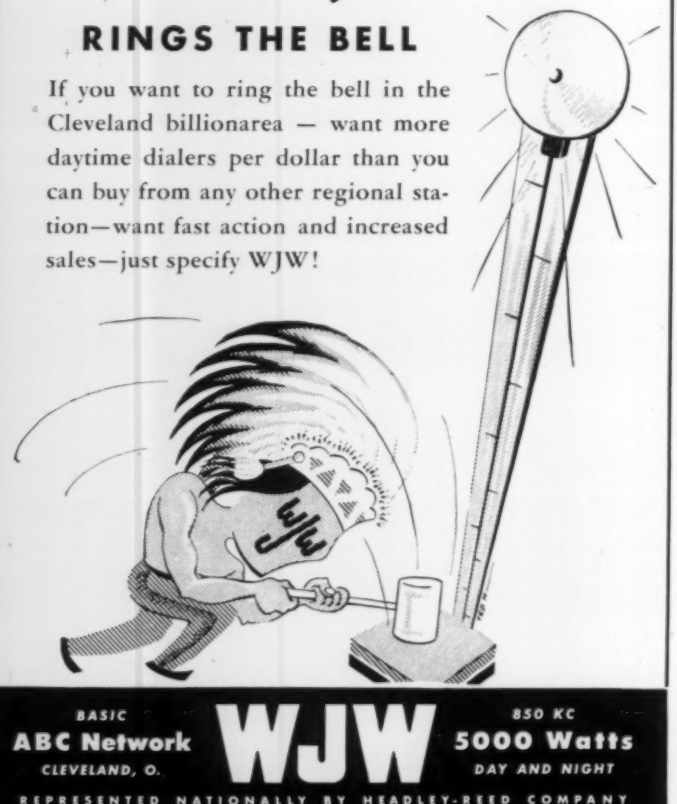
KLAC Picks

CATHRYN CRAGEN, Hollywood freelance actress, has been chosen by KLAC Hollywood from among 50 auditions to take over disc m.c. characterization of Christmas Early on that station. Arrangements have been made with Chester Gould, creator of the Dick Tracy comic strip character, for use of the name. Miss Cragen will be heard six-weekly 11 p.m. to 1 a.m. She was chosen for her "striking resemblance as well as for voice quality."

CLEVELAND'S *Chief* STATION

RINGS THE BELL

If you want to ring the bell in the Cleveland billionarea — want more daytime dialers per dollar than you can buy from any other regional station—want fast action and increased sales—just specify WJW!



BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Everyone likes music

KSFO

SAN FRANCISCO

represented by

UNIVERSAL RADIO SALES

New York • Chicago • San Francisco

Los Angeles • Seattle

Joske's

(*Continued from page 31*)

ities and search for new talent.

Programs selected, each beamed to a specific audience with a specific set of objectives, were:

Beam Technique

Beauty Time, KTSA, 7:45 a.m., Mon. through Sat.
News at nine, KONO, 9-9:15 a.m., Mon. through Sat.
Texas Today, WOAI, 9:30-9:45 a.m., Mon. through Fri.
For Members Only, KONO, 11:30-11:45 a.m., Mon. through Sat.
Fulton Lewis jr., KMAC, 6-6:15 p.m., Mon. through Fri.
Aloha From the Islands, KONO, 6:30-6:45 p.m., Mon. through Sat.
Nightly News Roundup, WOAI, 11-11:05 p.m., Mon. through Sat.
Teen Top Tunes, KONO, 10-10:30 a.m., Sat.
Weekly News Roundup, WOAI, 10-10:15 p.m., Sun.
The Old Ranch Hand, KABC, 7:15-7:30 a.m., Mon., Wed., Fri.
Beauty and a Song, WOAI, 8:30-8:45 a.m., Mon. through Fri.
The Good Morning, KTSA, 7:45-8 a.m., Monday through Sat.
For Members Only, (Budget House), KONO, 11:45-12 noon, Mon. through Sat.
Musical Headliners, KONO, 2-2:30 p.m., Sun.

What Budget Did

Joske's radio appropriation in 1945 amounted to 20.5% of the combined newspaper-radio budget. This amount:

1. **Contributed to a profitable increase of sales volume.**
2. **Directly and indirectly brought more traffic to the store.**
3. **Widened the range of Joske's trading area;**
4. **Reached new customers not previously reached by other advertising;**
5. **Helped increase the prestige of the Joske name and substantially aided in establishing the store's character, service and slogans.**

In describing the beam technique, the committee found:

"Effective application of the beamed program technique meant the planned selection of merchandise (or service), customers, program, time and station. Use of the technique tended to make the store's use of radio advertising more logical, more intelligent and more effective."

Promotional coordination, designed to help produce maximum results from all advertising, included pre-program announcements; mention of programs in regular and special newspaper advertising; direct mail pieces; point-of-sale and other displays; instructions to store personnel correlating in-the-store selling with Joske's radio advertising.

Results and conclusions reached by the committee cover 25 pages of the 90-page decorative book. In condensed form, the results follow:

Every month, since the radio study began, produced a better comparison of Joske's sales volume with competition as shown in Federal Reserve reports than was shown the previous year. While this was also due to other factors, radio was the "added ingredient" in advertising; as agreed beforehand, the store maintained its newspaper advertising to the same extent as in 1944, and added radio.

During the study year two groups of departments were designated, one to receive the larger amount of radio promotion, and the other a smaller amount. An independent audit by Ernst and Ernst at the end of the year showed that the departments receiving larger amount of radio advertising had a sales increase 42% greater than the departments receiving less radio. The radio advertising expenditure for the first group amounted to .5% of sales. This group had a better relative showing, compared with Federal Reserve averages, than the group receiving less radio.

Results from radio improved as the year progressed, indicating a cumulative value from regular, persistent use of the medium.

Volume increased in radio-advertised store services, such as fur storage, mail order, gift wrapping, etc.

Radio was effective in meeting timely opportunities or emergencies, such as the San Antonio newspaper strike, securing employes, advertising changes in store hours, rendering emergency public services (such as during the polio epidemic), etc.

Results Improve

Consumer preference for individual Joske departments was increased through departmental promotion.

A yearend survey showed that 47% of those responding preferred Joske's newspaper advertising above that of all competitors, and 52.2% preferred Joske's radio advertising, indicating that dominance in radio can be achieved at less cost than dominance in newspapers.

Institutional values of radio advertising were described by a store official as "limitless and immeasurable." Radio "sold" Joske's slogan, "The Largest Store in the Largest State," more widely than ever. Radio promotion of this slogan and its connotation of "greatness" contributed to results learned in a yearend survey, when 51.6% of respondents ranked Joske's first as "the store which impresses you with the most all around dependability" (next competitor received 9.1%), and 46.5% ranked Joske's first as the store which "gives you the impression of standing back of its merchandise most completely with adequate adjustment services" (next competitor received 9.8%).

Radio promotion of fashions, co-

(*Continued on page 90*)

FAST AND EASY TO PUT UP

and provides for a

minimum of maintenance

A prominent construction company executive says: "The forethought in engineering and workmanship of fabrication greatly facilitates the ease and speed with which Truscon Radio Towers can be erected."

Typical of the Truscon Radio Towers being erected for new and modern requirements is the self-supporting structure illustrated at the left. Installed at Alliance, Ohio, it is 175 feet high, supports an FM antennae, and will serve a 5,000 watt FM station.

Also realizing that maintenance is of prime importance to the broadcasting station owner, Truscon designs its towers with a minimum number of field-bolted connections. Over a period of years, these features assure a constant saving in maintenance expense, due to the small number of joints to inspect and bolts to tighten.

Tall or small . . . AM or FM . . . every type of radio tower need is met by Truscon engineering and manufacturing services. Truscon Radio Towers are triangular in cross section and are built entirely of heavy steel members with most shop assembled connections made by means of electric arc-welding.

Experienced Truscon engineers will be glad to help solve your radio tower problems.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

WATCH YOUR STEP IN PIGEON ROOST (Ky.)!

We've never been in Pigeon Roost (Ky.), though we can't imagine a better place to grow our dahlias. Doubtless it's a veritable garden spot, destined someday to have a vast and prosperous population. *Until* that day, however, we suggest you confine your wandering footstep to WAVE's Louisville Trading Area, which buys and sells more goods than all the rest of Kentucky combined. Lift up your eyes, and *look* — but *not* at Pigeon Roost!

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

Hon. Ed Fort
William Esty & Co.
New York City
Dear Ed:

I'm bustin' my buttons again! Just as proud as I can be about our education director, Harry Brawley.

Harry just got back from New York where he attended the CBS program managers meeting. Robert Hudson, CBS Director of Education, told everyone that WCHS had done an outstanding job (or was it the outstanding job) of educational promotion for the Columbia Network. The next day they let Harry tell all about it. Yes, Sir, I'm sure proud of what we've done with the School of the Air—and by the way, we're going to do even more this year. But, that's just like WCHS—always pushing ahead!

Yrs.
Algy

WCHS
Charleston, W. Va.

Bristol-Myers

(*Continued from page 16*)

have spent millions of dollars in television. And rightly so. But I believe the time has come when the potential television advertiser should bend an oar.

Most businesses are run to show a profit and especially to produce advertising profits as quickly as possible. But advertising investments do not always pay off quickly. Often it takes years to develop a market and secure the maximum results from a medium in order to pay off handsome dividends in the future. Television, I believe, is exactly in that category and now is the time to get into it.

Based on radio experience, we know there is much to learn in the development of a new advertising medium. If you have seen much television, you know we must have many much better television programs before the public will be satisfied. Making existing programs better and building better programs takes a basic knowledge of entertainment plus the "know how" that can be gained only through actually working in the medium — working closely with writers and directors and producers who are preparing and presenting television shows.

Because television time and talent costs are less today than they probably ever will be again, I believe a greater amount of experience can be bought per dollar now than at any time in the future.

I won't go into the question of what is the best type of program. Or into the matter of live versus film programs. As a matter of fact, we use both. We use drawings, too. And live action and filmed live action and animation. What type of program is best for you depends partly on what you have to sell and, especially now, on what is available for your use. I'm sure the audience doesn't care nearly so much whether a show is live or on film as it does about whether it is entertaining and well done.

Much to Learn

It takes a greater optimist than I to believe the public really enjoys radio commercials. Listeners accept them as part of the American way of broadcasting.

We know there are good radio selling messages, and then there are those that, to a greater or less degree, are irritating.

In television, we have much to learn about how our selling messages may be presented most effectively—which means (a) making the sales points most tellingly and (b) minimizing any feeling of resentment upon the part of the televiewer.

To gain a maximum of knowledge, the selling messages on our three programs are handled in three completely different ways. We know the usual radio techniques are not right for television. We started with the feeling that television commercials should be shorter than radio announcements. We still have much to learn. But we already have discovered that even an announcement that, in copy form, seems very brief can be cut even further when transposed to the words-plus-pictures-plus-action of the television screen. With pictures - plus - action, many words essential to a radio commercial are superfluous and actually hindering to a television sales announcement.

Television audiences today are small in number. The advertiser who does his television experimenting before a small audience runs less risk of unintentionally influencing people *against* his product, through the use of too-long or uninteresting sales messages, than if he makes his mistakes when television has come to full bloom.

The advertiser who gets into television now has another advantage. We all know how difficult it is today to buy desirable radio time. It is obvious that the advertisers who establish a television time franchise in these early days of sponsored television should expect to find that time more and more valuable as television grows and develops.

So, by getting into television now, we gain essential and valuable experience at a minimum rate and we enjoy an opportunity to build a listener preference—an important television listening-and-watching habit—for our time periods that is most likely to prove of great value a few years from now.

Future in Television

I am often asked where we are going in television; how many "lean years" must we endure before we enjoy "the fat years."

Very frankly, I don't know. And I don't think anyone else knows, either.

But this I do know: What the people want, the people will find a way to have. Telephones, air travel, motion pictures, automobiles, radio, and the products my company makes—the public was told about them and now the great majority of the public enjoys them. The public has been told about television. Personally, I think perhaps a bit too much enthusiasm has been used in "selling" television; it's not yet as good entertainment as some of its most ardent apostles would lead us to believe.

Nevertheless, some television is good entertainment. And there will be more; there will be improvement. We know, from the results of many surveys, that the public has said it wants television, and what the public wants, it finds a way of having.

Depending on a variety of factors—the general economic development of our country and the results of ever-continuing technical television work and research to name only two—it may be some time before television is a truly important mass advertising medium. In the opinion of many, it will never supplant radio. But neither has radio supplanted magazine or newspaper advertising. If television is as potent a sales and advertising medium as promises indicate, ways and means will be found by advertisers to make use of it.

Here at Bristol-Myers, our plans for 1947 call for a continuance of our experimental work in television advertising. We believe the next 12 months may very well be "a turning point year" in the history of television. We have confidence that television will be important as an advertising medium and we're backing up that belief with time and work and dollars. We were right in getting an early start in radio. We are planning to be just as "right" in television.

I believe every advertising manager who is located where television facilities are available can very profitably give a great deal of serious thought to the question: "Shouldn't *we* make a wholehearted start in television *now?*"

FOR OUTSTANDING public service in getting 27,153 Cincinnati boys and girls off the streets and onto the playgrounds by sponsoring the Junior Olympics this summer, WKRC, represented by Hulbert Taft Jr. (r), managing director, has received an award from Mayor James Garfield Stewart.

RADIO SCORES AGAIN

Dayton Stations Assist Safety Effort

SUCCESSFUL part played by radio in a Dayton, Ohio pedestrian safety campaign, was outlined in a speech before the 34th National Safety Congress by Stanley Mouse of WHIO.

Safety programs, round table discussions, during which members of the Dayton police department explained and discussed a new safety ordnance, and spot announcements were conducted by the station. The success of the campaign was attributed in large part to Dayton radio stations by local officials.

PROMOTION

INITIAL issue of WIS-Dom, monthly listener house organ of WIS Columbia, S. C., was issued by the station Oct. 1. Eight-page, five-column paper high-lights station activities, news of programs and personalities and other radio features. Large number of illustrations are used. Program schedule also is included. Industry representatives contribute editorials for that page of the paper, commenting on matters of interest to both broadcasters and listeners. Editor is Steve Libby, promotion and publicity manager of WIS. Year's subscription to WIS-Dom is 50c per year.

Anniversary Promotion

ON OCCASION of the 10th radio anniversary of Jane Butler, conductor of "Jane Recommends" program on WGBS Miama, Fla., station has been conducting extensive promotion campaign. The Katz Agency, WGBS representative, has distributed promotion folder descriptive of the women's program and its sales record in the Miami area. Titled "Many Happy Returns," folder lists timebuying facts. Station is employing newspaper ads, personal appearances by Mrs. Butler, newsstand display cards, bus cards, counter and window cards and air announcements. A Women's Advisory Council also has been established to aid in station's special services activities in conjunction with the program.

Chief for a Day

SOME boy or girl in Greater Hartford will be elected "Fire Chief for a Day" in search being conducted by WTIC Hartford, Conn., in connection with Fire Prevention Week, Oct. 6-12. The "Chief" will sit at headquarters desk of Chief Harry Thomas of the Hartford Fire Dept., wear chief's helmet and rubber coat and ride in chief's car. In addition the winner will occupy prominent place in Oct. 12 procession of fire fighting equipment. All youngsters who have performed some outstanding service in connection with fire prevention are eligible and are nominated by letter written by any individual or group. Fire prevention campaign officials compose judging committee.

Inland Radio Mail Piece

WITH opening of Empire Air Line service in Baker, Ontario and La Grande, Ore., Inland Radio Inc., operator of stations in those cities, KBKR KLBM KSRV respectively, has mailed via first commercial flight promotion pieces prepared by the La Grande and Baker County Chambers of Commerce. Pieces describe progress being made in those areas and the growth of the markets.

Promotion Folder

FOUR PAGE folder, titled "A Page From Ray Perkins' Snapshot Album," has been prepared by KFEL Denver for listener distribution. Candid shots of Mr. Perkins and his 90-minute record and piano show are included with signature song.

Billboard Promotion

TO STIMULATE interest in game broadcasts of Los Angeles Rams, professional football team, KMPC Hollywood is utilizing 66 billboards in a one-month campaign.

Archie's Apron

AN APRON with the signatures of radio celebrities scrawled across it has been sent out by Archie of "Duffy's Tavern" with his card suggesting "Leave us face it, Duffy's moved his tavern to Wednesdays (starting Oct. 2) 9 p.m. (EST) on NBC" and signed "Me compliments with me apron" Archie. Show is sponsored by Bristol-Myers Co through Young & Rubicam, New York.

AFTER THREE YEARS at the Lincoln office of KFAB Omaha, Don Shoemaker (r) who has been managing the promotion office, packs his idea bag and says goodbye to Promotion Director Harold E. Roll. Don will take over promotion-publicity managership at KSO Des Moines Oct. 15.

RCA Research Booklet

THE STORY of RCA research and development is subject of a promotion booklet issued last week by RCA. Titled "Pathfinder in Radio," the booklet describes the activities of the RCA laboratories at Princeton, N. J., construction of which began less than a month before Pearl Harbor, and at its completion on Sept. 27, 1942, was formally dedicated to the immediate task of wartime research. The illustrated booklet describes the research and development of RCA in radio circuits, phonograph records, television etc.

Free Soap

TO REMIND radio editors that "Amos and Andy" was returning to the air for 21st season Oct. 1, Tues. 9 p.m. on NBC, the sponsor, Lever Brothers Co., Cambridge, Mass. (Rinso), sent them an "off-the-market giant sized package" of the now difficult to get Rinso soap.

Atwater Kent Winners

ATWATER KENT, winners of the 1946 auditions, were broadcast Sept. 28 over coast-to-coast facilities of ABC. Top woman was Jean Vary. Ralph Isbell was winning male voice. Winners were chosen from entry field of 1,400 contestants.

WTOP Comic Strip

TO BOOST local Monday through Friday production, "The Factfinder," and its change of time, WTOP Washington has used commercial color comic strip in the Sunday edition of The Washington Post. Strip listed several typical features of local show, sponsored by J. H. Wilkins Co. (coffee), weaving time change facts into last portion of quiz sequence.

Folder by WRC

SHOWING status of the District of Columbia in state line-up as regards population and income, promotion folder prepared by WRC Washington shows that the national capital ranks seventh in per-capita income. Folder is done in blue and black on white stock.

Grocer Letters

AS PROMOTION of Sterling Point Frozen Foods sponsorship of Nutrition Expert Carlton Fredericks on WHN New York, the station has distributed telegrams to 2,000 grocers in the metropolitan area.

Mexico Trip

WINNER of second WSYR Syracuse, N. Y., New Horizon contest is John Van-Duyn Southworth, who received weekend in Mexico City. Accompanied by Ed Jones, director and author of the Saturday evening WSYR feature, Mr. Southworth left Syracuse by air Sept. 19. Joined in Mexico City by J. M. Duran, assistant to the president of XEW Mexico City, pair were to visit Mexico's President see a bullfight, baseball game, the Pyramids, floating gardens and other points of interest. Mr. Southworth received trip for best slogan for United Nations.

WFIL Manuals

WFIL Philadelphia is distributing its 1946-47 "Studio Schoolhouse Teachers' Manual" to 10,000 elementary school teachers in the Philadelphia area for use in connection with "in-school" listening to WFIL's five weekly "Studio Schoolhouse" programs, now in its fourth year. WFIL quotes Board of Education survey as showing that of 126,025 regular listeners to 13 Philadelphia school programs, 64.4% listened to "Studio Schoolhouse."

WEEI Coverage Folder

FOLDER describing the coverage of WEEI Boston and picturing typical school boy who states "Dover, New Hampshire, is in Boston," has been prepared by the CBS-owned outlet. Piece states that Dover and similar towns are considered part of the Boston market and are included in WEEI listener area.

Fan Mail Exploited

LISTENER and advertiser reaction to power increase to 5000 w is exploited in promotion pieces by WCOP Boston. In one piece listener testimonials are spotted against a coverage map background. Letters from businessmen are printed in the second piece, with similar background.

Announces Xmas Series

PROMOTION folder and letter is being mailed by Kasper-Gordon, Boston, announcing firm's two transcribed Christmas package series, produced for department store sponsorship. Miniature checkerboard is enclosed, bearing promotion material on reverse side.

Santa Fe Reprint

REPRINT from the May 1946 issue of The Santa Fe Magazine on "St. Louis, City of a Thousand Sights," is being used by KMOX St. Louis as promotion material. Booklet bears memo from Wendell B. Campbell, station general manager, inviting attention to the St. Louis story.

WJR Blowups

BOB ANTHONY, promotion director, WJR Detroit, has installed display featuring blow-up of call letters and stills of WJR shows in window of Wabeek State Bank, Grand Blvd. and Second Blvd., Detroit.

Promotion Personnel

DONN LOCKE, formerly with Moffett Research, Los Angeles, has joined the research staff of ABC Hollywood. **IMOGENE MARTIN**, formerly of the ABC-KGO San Francisco publicity staff, has switched to the publicity staff of ABC Hollywood replacing **DON LOGAN**, on temporary leave.

HARRY W. SEVERANCE has joined WGTM Wilson, N. C., as promotion manager. Released from the Army as major after 53 months of service in the Infantry, Mr. Severance received Purple Heart in addition to several other decorations.

FRANK L. GREGORY, director of promotion at WKMO Kokomo, Ind., is the father of a boy, David Lee.

MARK HAMSON, window display and show card specialist, has been added to the promotion department of KDYL Salt Lake City. Station plans to enlarge merchandising and client service facilities.

GLADYS MINER, WHOM New York, promotion manager, has resigned.

LEE KLEMME, formerly with the sales promotion staff of WABC New York, had joined the publicity department of KQW San Francisco.

The Nunn Stations

4 ABC
1 CBS
5 ★

★ IMPORTANT MARKETS

- Amarillo, Tex. ..... KFDA (ABC)
- Ashland, Ky. ..... WCMI (CBS)
- Huntington, W. Va. ..... WCMI (CBS)
- Knoxville, Tenn. ..... WBIR (ABC)
- Lexington, Ky. ..... WLAP (ABC)
- Mobile, Ala. ..... WMOB (ABC)

NBC HAS A RICH NEW PRIMARY AREA IN California

KERO

RODMAN RADIO STATIONS
KFRE · KRFM FRESNO
KERO · BAKERSFIELD

IT'S A FACT!

98,280 Radio Families — in 31 Rich West Texas Counties Served by

KRBC Abilene · KBST Big Spring

KGKL San Angelo

81.3% of the 118,630 Families in this area have radios.

See John E. Pearson Co.

Joske's

(*Continued from page 87*)

ordinated with other media, contributed to Joske's receiving more than double the number of mentions over any competitor to the question: "Which store gives you, by newspaper and radio, the best fashion information?"

The study disclosed a close relationship of radio listeners to sales. A survey by C. E. Hooper Inc., comparing verified listeners to Joske programs with a random sample, showed that verified radio listeners made their last purchases at Joske's proportionately more often by 18.4% in women's clothing, 8.6% in children's clothing, and 13.3% in men's clothing. Cross-checking showed that these figures were within two percentage points of the per cent of radio commercials devoted to these departments.

Audience ratings of Joske programs increased during the year, indicating ample listener acceptance of locally sponsored programs in competition with network shows.

A survey of Joske's department heads brought endorsement of the store's radio advertising department; a majority voted for "more" radio advertising in the future, and none voted for less.

No formula was developed for establishing a radio advertising budget, but other surveys disclose the allotment of funds to radio ranging from 5% to 46.7% of the advertising budget.

Radio advertising is effective when properly planned and when used boldly, sufficiently and regularly. (If you plan to stop, don't start.) Joske's radio success has been due to careful planning; competent, thorough follow-through; an adequate schedule, regularly maintained.

Results of the Ernst & Ernst independent audit show that:

In 1944, 92.08% of Joske's newspaper and radio advertising went to newspapers and 7.92% to radio. In 1945, with the newspaper budget comparable for the two years and the radio budget added, 79.5% of the total went to newspapers and 20.5% to radio. Actually, newspaper lineage was increased 12.3% during the period. Radio, however, was increased 236%, or a total of 30% over the previous year.

In promotion of store services, the audit shows that in 1945 one service increased 23.38%, the biggest year for the department; another service increased 44.50% a third increased 54.99%.

Maintained Leadership

Joske's used radio effectively to maintain leadership in certain departments, and to build others towards a position of leadership.

In furniture, with a Budget House across the street added to the quality department, Joske's rose from sixth to fourth in the area, with the leading competitor although still in first position having a margin of only 8 percentage points instead of 18.

A survey by Crossley Inc. after the campaign had been under way a year shows that 51.6% of San Antonio women ranked the store first from a dependability standpoint, nearest competitor receiving 9.1% of responses. Asked which store gives the impression of standing back of it merchandise most completely with adequate adjustment services, 46.5% mentioned Joskes, 9.8% the leading competitor.

A special study by C. E. Hooper Inc. shows a measurable correlation between listeners to radio broadcasts and customers for radio-advertised merchandise. Periodic surveys were conducted during the year. In July 1945 the Hooper interviewers called 282 telephone numbers of respondents to previous surveys who were found to be listening to Joske programs. They were asked the same question: "Will you please tell me at what store you last purchased women's clothing? Children's clothing? Men's clothing?" Do you ever listen to the radio program ————? The 164 who answered "yes" to the last question were considered to be verified listeners. By comparing results of the first, or random survey of San Antonio with the results of the second survey of verified listeners to Joske-sponsored programs, these results were obtained:

	Survey 1—Random Sample		Survey 2—Verified Listeners		Increase
	No. of Mentions	% Making Last Purchase at Joske's	No. of Mentions	% Making Last Purchase at Joske's	Verified Listeners Over Random Sample Listeners
Women's Clothing	369	34.8	83	53.2	18.4
Children's Clothing	195	34.3	48	42.9	8.6
Men's Clothing	149	23.0	41	36.3	13.3

The Joske's committee concludes that the "amazingly close relation between percent of commercials and increase in customer preference demonstrates, in rather dramatic fashion, the cumulative impact of six months of regular radio advertising."

Ratings Doubled

A study of the Hooper program ratings showed the average rating for all the Joske programs measured during each test period almost doubled during the year, going from 3.5 to 6.2, showing that retailers can compete with nationally sponsored programs.

A questionnaire circulated among Joske buyers showed a wide range of program preferences. They were nearly unanimous, however, in expressing approval of the service rendered by the store's radio advertising department.

Asked if the store should use more or less radio advertising in the future, 62.5% of those replying voted for "more"; 17% said that the store's present radio schedule was "good", "very good" or "excellent," and another 17% said the present schedule was "adequate"; 3% no opinion.

No buyer believed that less radio should be used.

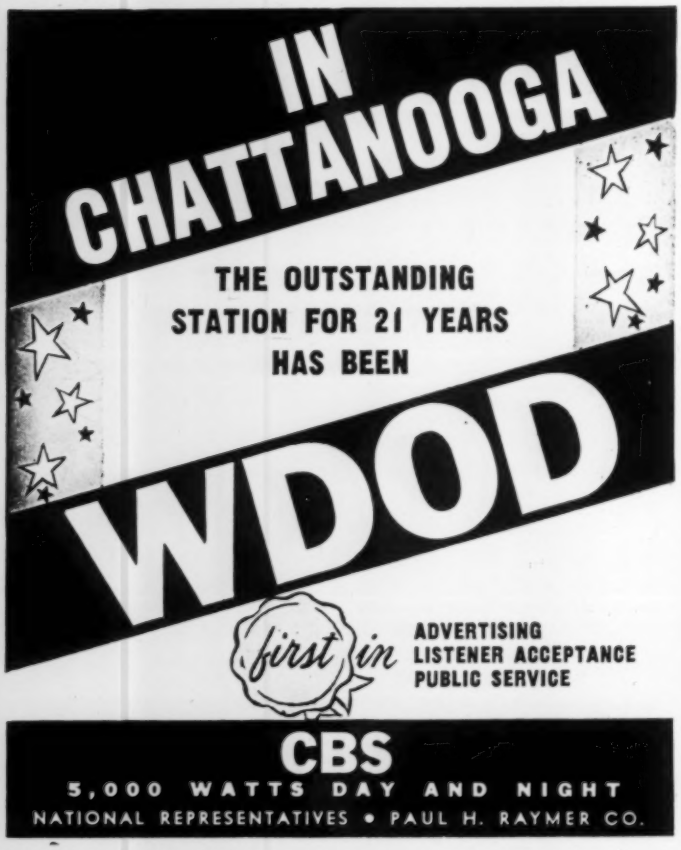
The committe offered a formula to be used in planning department store advertising budget allotments.

The Joske promotion plans for the immediate future call for a somewhat expanded use of radio. The store intends to use some of its radio time to reestablish itself as headquarters for lines previously short, especially appliances. Some of these new lines are products of the postwar age, such as the Ercoupe airplane now on sale in the aviation department, which has used radio since its inception. Regular promotion of departments and services which to date have used radio effectively is expected to continue.

Techniques Continued

Basic techniques developed during the year, particularly "beamed programs," will be continued, as will be the practice of associating institutional facts with merchandising commercials. Tested copy checks provide basic reference material for recurring selling events.

NAB and NRDGA will incorporate some of this copy in reference files for use of retailers and broadcasters. Sample recordings of tested programs, case histories of retail radio advertising and other helpful material are available.



KMVI to MBS-Don Lee

KMVI Wailuku, Maui, Hawaii, new 1 kw station on 550 kc being constructed by Maui Publishing Co., is to join MBS-Don Lee as affiliate when it goes on the air about Nov. 15. Station will be RCA equipped according to Ezra J. Crane, general manager. J. Walter Cameron is president with Ray M. Allen vice president and William Walsh secretary-treasurer.

New Radio News Service Is Started by Garling

RADIO NEWS Service, which distributes news stories of local interest to subscribing radio stations, began operations in Washington last week.

Lee L. Garling, managing editor of the service, said the organization will use teletype, wire and airmail to provide its members with news of local and regional interest to them, and to supply stories requested by station news editors. Weekly rate is based on a percentage of Class A time. Mr. Garling was formerly with the late Maj. Edward Bowes, and has had radio news experience. Office is in the Atlantic Bldg., Washington.

JOSKE'S SOLD
Radio to Play Important Part in Future

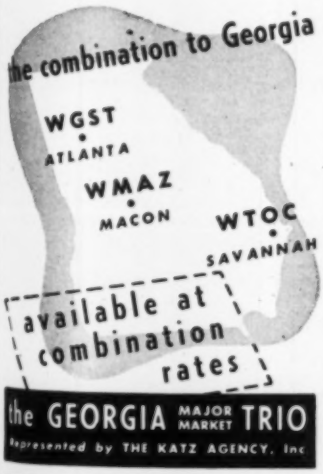
RADIO provided these results for Joske's of Texas, according to the report by James H. Keenan, vice president in charge of sales promotion, the parent Allied Stores Corp.:

"Every month since the radio study began has produced a better comparison than 1944 with competition as shown in Federal Reserve reports. We've had our best increases of the war and postwar period while using radio. It may have been a coincidence, and we know that we did a much better procurement and promotion job than heretofore. But we know from customer and buyer comments that radio had contributed considerably.

"Furthermore, the institutional value of radio is limitless, and immeasurable. 'The Largest Store in the Largest State,' a slogan which is known by at least 90% of southwestern Texas, was put over on the air. Say 'Joske's' to almost anyone in this area, and they'll respond, 'The Largest Store in the Largest State.'

"Joske's name has been spread throughout the Southwest; residents of New Mexico, Oklahoma, Louisiana, Mexico, and all of Texas, as well as of Central American countries, have become familiar with the store through our radio broadcasts. Our mail order department frequently receives orders addressed to 'Joskeys,' from people who have never been in the store, and who have never seen our written advertising. Radio has been particularly helpful in bringing the store to the attention of the armed forces in training here.

"We added radio in a very substantial way to our promotion budget in 1945. Based on our experiences thus far, and in anticipation of equally good or even better results in the future, radio will continue to be a permanent and important part of our sales promotion."



PIONEER FM STATION WMIX Mt. Vernon, Ill., held its initial broadcast at 11 a. m. Sept. 15. Shown above at the close of the dedication ceremonies are: (l to r) Fred A. Palmer, radio consultant on management and operation; Fred Dodge, formerly of Palmer organization, who is WMIX station manager; David Taylor, station engineer; Pat Carnal and Carl Meyer, both of the Andrew Co., antenna equipment firm.

RMA Board to Consider Radio Week: Meets Jointly With Canadian Board

PLANS for observance of National Radio Week Nov. 24-30 will be considered by the Radio Manufacturers Assn. board of directors at its Oct. 10-11 meeting, to be held at the Chateau Frontenac, Quebec. RMA board will hold its third annual joint meeting with the board of Canadian RMA.

U. S. RMA will take up the Radio Week project as drafted by its Advertising Committee, which met the week before at the Stevens Hotel, Chicago. The committee had voted to ask the board for $10,000 for use by the association headquarters in observance of the week. NAB is participating jointly with RMA in the event.

Decontrol Discussion

The U. S. and Canadian boards will report progress of price decontrol efforts in both countries. Move toward decontrol in the U. S. received impetus last week at meetings of the RMA Parts Division and Industry Advisory Committee (see separate story).

M. F. Balcolm, Sylvania Electric Products, chairman of the Surplus Disposal Committee, will report on a recent meeting with the War Assets Administration Industry Advisory Committee on Radio. Revision of electronics surplus disposal is under way at WAA.

At the Chicago meeting of the Advertising Committee, W. B. McGill, Westinghouse Radio Stations Inc., co-chairman of the committee, outlined plans to promote new lines of receivers and said cooperation of National Retail Dry Goods Assn., National Music Merchants Assn. and National Retail Furniture Assn. had been assured.

Mr. McGill said local radio dealers would be urged to use radio advertising "as much as possible" in the promotion of National Radio Week. However, the $10,000 requested of the RMA board will be expended for promotional material and printed media, it was indicated.

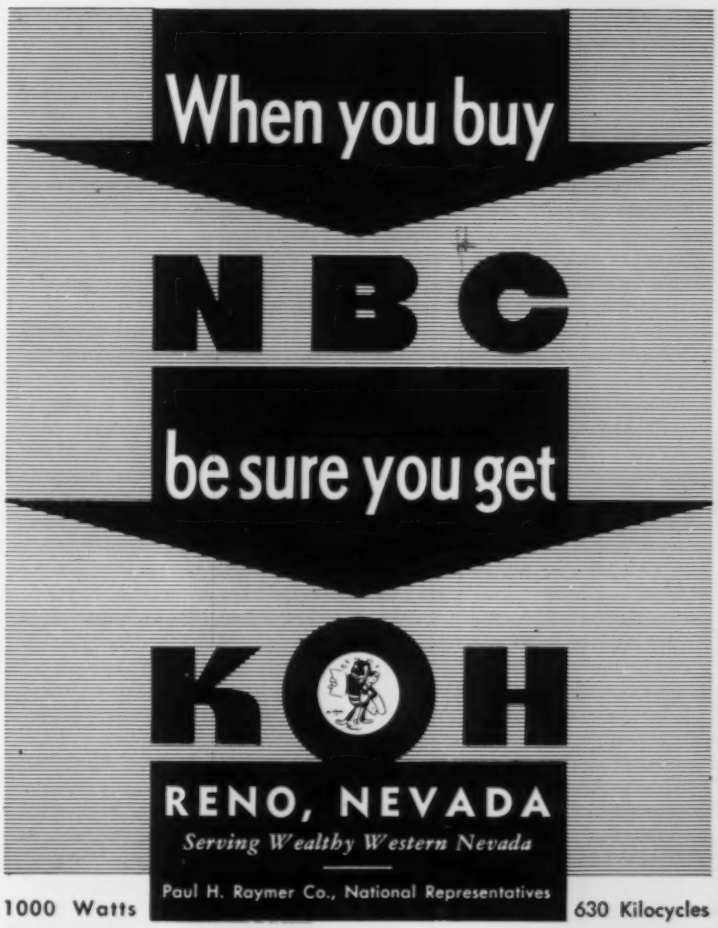
The RMA committee also approved the proposal of Dorothy Lewis of NAB for that association to sponsor a nationwide essay contest among women listeners, with radios as prizes.

Members of the committee at the Chicago meeting included John S. Garceau, Farnsworth Television & Radio Corp.; L. E Pettit, General Electric Co.; Guy C. Cyr, Noblitt-Sparks Industries; E. N. Greenebaum, Emerson Radio & Phonograph Corp.; Victor A. Irvine, Galvin Mfg. Corp.; Earl L. Hadley, Bendix Radio; David Cathcart, RCA Victor Division; Paul Ryan, Crosley Corp.; Stanley H. Manson, Stromberg-Carlson Co.; Seymour Mintz, Admiral Corp.; Georges Faurie, Westinghouse Electric Corp.; Bond Geddes, RMA executive vice president; James Secrest, RMA director of publications.

GE Schenectady Group Makes Staff Changes

A. O. COGGESHALL, program manager of WGY Schenectady, has been named music supervisor of the three General Electric Schenectady outlets, and A. C. Zink replaces him as acting program supervisor of WGY, it was announced last week by G. Emerson Markham, manager of WGY; WGFM, FM station, and WRGB, television outlet.

Other appointments include: Alex G. MacDonald, supervisor of stations sales and promotion; W. T. Meenam, supervisor of news for the three stations; Helen Rhodes, supervisor of television production; Caleb Paine, acting supervisor of WGFM programs and acting supervisor of WGY science programs; James Connolly, supervisor of traffic; Arnold Wilkes, acting supervisor of radio continuity, and T. B. Beebe, supervisor of television scripts.



KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

Decisions . . .

SEPTEMBER 30

Video—192-198 mc

Wm. Penn Bcstg. Co., Philadelphia, Pa.—Granted CP for a new television station, channel 10, 192-198 mc, 25 kw visual power, 26.4 kw aural, antenna 676 feet.

Dismissals

Don Lee Bcstg. System Inc., Hollywood, Calif.—Adopted an order dismissing application superseded by another which is in hearing.

National Bcstg. Co., New York City—Adopted an order dismissing application as it was superseded by application granted on July 15, 1946.

Television Productions Inc., Los Angeles, Calif.—Adopted an order dismissing application which has been superseded by another application.

Claremont Eagle Inc., Claremont, N. H.—Adopted an order dismissing without prejudice to the right of applicant to amend and reinstate within a reasonable time, application for a new ST station.†

McNary and Chambers, Washington, D. C.—Adopted an order dismissing applications for CP and license for new developmental broadcast station, because of applicant's failure to respond to official correspondence.

Albuquerque Bcstg. Co., Albuquerque, N. M.—Adopted an order dismissing without prejudice to the right of applicant to amend and reinstate within a reasonable time, application for a new relay experimental television station.†

Hearst Radio Inc., Baltimore, Md.—Adopted an order dismissing without prejudice to the right of applicant to amend and reinstate within a reasonable time application for a new relay experimental television station.†

The Journal Co., Milwaukee—Adopted an order dismissing without prejudice to the right of applicant to amend and reinstate within a reasonable time, application for a new relay experimental television station.†

FM GRANTS

The following were given conditional FM grants subject to engineering conditions: Ewing C. Kelly, et al, d/b as Central Valleys Bcstg. Co. Sacramento; Harris County Bcstg. Co. Houston; Roanoke Bcstg. Corp. Roanoke.

The following permittees were granted regular construction permits: Radio Columbus Inc. Columbus, Ga.; Troy Bcstg. Co. Inc. Troy, N. Y.; The Wooster Republican Printing Co. Wooster, Ohio; Syracuse Bcstg. Corp. Syracuse; Harrisburg Bcstg. Co. Harrisburg, Ill.; KFEQ Inc. St. Joseph, Mo.; Muskogee Bcstg. Co. Muskogee, Okla.; Valley Bcstg. Co. Eugene, Ore.; Radio Industries Bcstg. Co. Asbury Park, N. J.; Raymond G. Patterson, et al, d/b as WAPO Bcstg. Serv. Chattanooga, Tenn.; Commodore Bcstg. Inc. Decatur, Ill.; News Examiner Co. Connorsville, Ind.; *Rock Island Bcstg. Co. Rock Island, Ill.; *Poughkeepsie Newspapers Inc. Poughkeepsie, N. Y.; *Pinellas Bcstg. Co. St. Petersburg, Fla.; *Wilton E. Hall, Anderson, S. C.; *Pape Bcstg. Co. Mobile, Ala.; *Lee Bcstg. Inc. Quincy, Ill.; *WRAK Inc. Williamsport, Pa.; *KARM, The George Harm station, Fresno, Calif.

Union Tribune Pub. Co., San Diego, Calif.; Balboa Radio Corp., San Diego—Designated for consolidated hearing applications for new Class B FM stations.

Ark. Okla. Bcstg. Corp., Fort Smith, Ark.—Dismissed petitioners petition for rehearing directed against the Commission's action of May 16, granting application of KWHN Bcstg. Co. Inc. and Southwestern Hotel Co. for new FM stations.

SEPTEMBER 30

ACTION ON MOTIONS BY COMMISSIONER WAKEFIELD

Debs Memorial Radio Fund Inc., New York City—Granted petition to reopen the record in re applicant's application and others for new television stations in New York, and the record in the consolidated hearing was reopened for the purpose only of receiving into evidence an affidavit concerning height of proposed antenna of Debs Memorial Radio Fund Inc.

WIRE Indianapolis, Ind.—Granted petition to dismiss without prejudice application for CP.

KFJZ Fort Worth, Tex.—Granted petition for waiver of Secs. 1.387(a) of the rules and accepted petitioner's late appearance in re Docket 7752.

Pecos Valley Bcstg. Co., Roswell, N. M.—Same except in re Dockets 7714 and 7715.

Radio Santa Cruz, Santa Cruz, Calif.—Granted petition insofar as it requests leave to amend and remove from hearing docket; accepted amendment so as to specify frequency 1080 instead of 1000 kc, and removed application from the hearing docket; dismissed petition insofar as it requests grant of application as amended.

KGVO Missoula, Mont.—Granted petition to dismiss without prejudice application for CP.

WPAR Parkersburg, W. Va.—Dismissed petition requesting that the hearing now scheduled for Oct. 25, be held in Parkersburg instead of Washington.

Ojai Bcstg. Co., Ventura, Calif.—Granted petition to take deposition in re application for CP, hearing on which is scheduled for Oct. 15.

Williamsport Radio Bcstg. Associates, Williamsport, Pa.—Granted petition for leave to amend application so as to change partnership from four to three members, and the amendment was accepted.

Community Service Bcstg. Corp., Amsterdam, N. Y.—Granted petition for waiver of Sec. 1.38(a) of the rules and accepted late appearance in re Docket 7703 et al.

Northern Ky. Airwaves Corp., Covington, Ky.—Granted petition for waiver of Sec. 1.387(a) and accepted petitioner's late appearance in re Dockets 7477 and 7478.

KYA San Francisco, Calif.—Granted petition requesting waiver of Sec. 1.387(a) of the rules and accepted petitioner's late appearance in re application of San Fernando Valley Bcstg. Co.

Modesto Bcstg. Co., Modesto, Calif.—Granted petition for leave to amend application for CP so as to specify frequency 1080 kc with 250 w power, daytime only, instead of 1450 kc, 100 w, unlimited time; the amendment was accepted and the application was removed from the hearing docket.

Arthur S. Feldman, Fort Wayne, Ind.—Granted petition requesting that the consolidated hearing on petitioner's application and that of Homer Rodeheaver, be scheduled for Oct. 28, at Washington, D. C.

WABI Bangor, Me.—Granted petition for leave to intervene in the hearing on application of The Asher Bcstg. Service Inc. for a new station at Quincy, Mass.

Kelly Bell, Nocagdoches, Tex.—Granted petition for leave to amend his application for CP so as to add more detailed engineering data, etc.; the amendment was accepted and application removed from the hearing docket.

The Capital Bcstg. Co., Annapolis, Md.—Granted petition for leave to amend its application for CP so as to specify power of 500 w both day and night, with DA night only, instead of 100 w night, 250 w day; the amendment was accepted and application removed from hearing docket.

Frank Mitchell Farris Jr., Nashville, Tenn.—Granted petition for leave to amend its application for CP so as to specify a modified DA system, etc., and the amendment was accepted.

Birney Imes Jr., Grenada, Miss.—Granted petition for waiver of Sec. 1.387(a) of the rules and accepted petitioner's late appearance in re application.

Northern Ky. Radio Corp., Covington, Ky.—Same.

United Bcstg. Co. Inc., Silver Spring, Md.—Granted petition for leave to amend application for CP so as to specify the frequency 1590 kc instead of 1390 kc, etc.; the amendment was accepted and application removed from hearing docket.

Arlington-Fairfax Bcstg. Co. Inc., Arlington, Va.—The Commission, on its own motion, removed from the hearing docket application for CP.

LaCrosse Bcstg. Co., LaCrosse, Wis.—Granted petition for leave to amend its application for CP so as to specify a new transmitter site; add exhibit relative to field intensity measurement, etc.

Midwest Bcstg. Co., Mount Vernon, Ill.—Granted petition for leave to intervene in the hearing upon application of WISH for CP presently scheduled for Oct. 18.

Mountain State Broadcast Co., Clarksburg, W. Va.—The Commission, on its own motion, ordered that the hearing on application of Mountain State Broadcast Co. be scheduled for Oct. 28, at Washington, D. C.

P. C. Wilson, Canton, Ohio—Granted petition for leave to amend his application for CP so as to specify the frequency 900 kc with power of 250 w, in place of 1540 kc, with 1 kw; the amendment was accepted and application removed from the hearing docket.

W. J. Marshall, Cleveland, Ohio—The Commission, on its own motion, removed from the hearing docket the application of W. J. Marshall for CP.

Diamond State Broadcast Corp., Dover, Del.—Granted petition to dismiss without prejudice application for CP.

* * *

Commissioner Wakefield on Sept. 26, continued without date, until further order of the Commission, the hearing on Rochester Bcstg. Corp. and Veterans Bcstg. Co. Inc., scheduled for Oct. 1.

(*Continued on page 94*)

† Frequency requested no longer assigned to service by findings in D.6651.
*In lieu of previous conditions specified.

ACTIONS OF THE FCC

SEPTEMBER 27 to OCTOBER 3

NO. 1000 and No. 1001 of veterans placed in jobs through Art King's *Job Center of the Air* over WEEI Boston are Miss Anne Murray, former SPAR (extreme left), and Ernest Moreau, former master sergeant with the Eighth Air Force (next to her). They are being congratulated by Harold E. Fellows, general manager of WEEI and director of CBS operations in New England. Mrs. Mildred Ives French (center) is recruiting specialist for the Veterans Administration. Art King, himself a Marine veteran of the Pacific, is at the right.

SIXTH SEASON of televising football games on WPTZ Philadelphia has been arranged by Atlantic Refining Co., Philadelphia, marketing in eastern States. U. of Penn games at Franklin Field. Left to right: Bob Stanton, Atlantic television announcer; Clarence L. Jordan, N. W. Ayer & Son vice president; Joseph R. Rollins, Atlantic advertising manager; W. Wallace Orr, Ayer vice president; H. L. McClinton, Ayer vice president in charge of radio.

Television Sets

(Continued from page 29)

Stewart-Warner Corp. expects to have several thousand video receivers on the market by early spring in one or possibly two models, with 10" picture tubes, including AM and FM, and housed in cabinets of modern design. Prices are not established.

Telicon by Christmas

Telicon Corp. expects to produce a variety of models, both direct viewing and projection, ranging in price from about $400 to $2,000. Company hopes to start producing lower-priced sets this month, to have several thousand on the market before Christmas.

United States Television Mfg. Corp. began distribution in September of two models, a 10" direct-viewing tube and a 21" projection picture, each a combination radio-phonograph-video receiver. The direct viewing model is priced at $745, the projection set at $1950. Company expects to get about 2000 sets on the market this year.

Viewtone Television & Radio Corp. as of Sept. 11 had produced 1,136 television sets, had 250 still in factory awaiting final tests, was producing at rate of 150 a week. Some 900 of Viewtone's three models were already installed in New York area homes, chiefly the Vanguard, receiving television sight-and-sound only, with a 7" tube, retailing for $169.95 plus installation charge. Other Viewtone models also with 7" tubes, a combination video and radio set, priced at $227, and a video-radio-phonograph at $325.

Westinghouse Electric Corp. reports that while it is "doing a lot of work" on television, the company's receiver division has not reached the point of pricing models nor have our designs been definitely frozen."

Production Under Way

RADIO-PHONOGRAPH production has been started in the new $2,500,000 Philco Corp. radio and television plant in Philadelphia. Ground was broken for the plant just a year ago. Philco claims to have longest continuous radio production lines in the world in new factory.

REVISED RATE CARD TO GO BEFORE NAB

REPORT on revision of standard rate cards was approved by the Rate Card Subcommittee of the NAB Sales Managers Executive Committee at a meeting held at the Ambassador Hotel, New York. The report will be submitted to the NAB convention, according to Arthur Hull Hayes, WABC New York, chairman of the subcommittee.

Draft of the standard rate cards was available in booklet form to interested groups at the meeting, held Sept. 23-24. Suggestions and criticisms were offered by representatives of AAAA, NBC, CBS, ABC and other groups.

"It is the hope of this subcommittee that member stations be guided by this booklet and sample rate cards in preparing future rate cards," Mr. Hayes said, "to the end that these suggestions will make time buying more effective for both buyers and sellers."

The recommendations adopted last week were of somewhat more comprehensive nature than those drafted last December by a joint NAB-AAAA committee [BROADCASTING, Dec. 3, 1945].

The recommended sample rate card should be standard size 3½" x 6", with a masthead that should include network affiliation, call letters, date of establishment, ownership, business address, phone number, studio and transmitter location and rate card number and effective date.

Following this the card should have 15 points which will be standardized and should be answered by stations on an "either or" basis. Those 15 points are as follows:

1. Wave-power-time; 2. length of commercial copy; 3. news services; 4. music clearance; 5. talent; 6. transcriptions; 7. transcription library services; 8. instantaneous reference recordings; 9. remote control; 10. foreign languages; 11. unacceptable products; 12. political; 13. commission and cash discounts (commissions to advertising agencies recognized by station management on time only—15%); cash discounts, state when bills are rendered; 14. contract requirements; 15. discounts from time costs.

The rate tables should follow the 15 points. The card should conclude with a list of station personnel and the station representation listing.

Among those attending the meeting, besides Mr. Hayes, were Kenneth Church, WCKY Cincinnati; Craig Lawrence, WCOP Boston; Willan C. Roux, NBC New York; J. Kelly Smith, CBS New York; George L. Sutherland, WILM Wilmington; J. Allen Brown, NAB assistant director of broadcast advertising; James V. McConnell, NBC; Murray Grabhorn, ABC; Carlos Franco, Young & Rubicam and head of the AAAA Timebuyers Committee; Linnea Nelson, J. Walter Thompson Co.; Frank Silvernail, BBDO; Herold Beckjordan, AAAA.

Dole Offers Plan To Aid Research

Agency Executive Outlines Process to Chicago Club

SUGGESTIONS for improvement of available audience and market research data were presented last week before the Chicago radio Managers Club by David Dole, associate radio director for Henri, Hurst & McDonald.

Mr. Dole said with the information now available through BMB, plus additional information on program popularity as supplied by Hooper ratings, radio time buyers now have an opportunity to add a third method of reporting availabilities which will streamline agency and representative operation.

This, he said, is a unified "availability sheet" which Mr. Dole has personally designed to show quantitative data including preceding and following programs and their ratings, ratings applicable to availability, projected homes delivered, one-time cost and comparable cost per thousand.

By using standard forms, submitted by representatives or station management, all timebuyers would be able to improve both efficiency of selection and qualitative judgment, he said.

"Radio timebuying must be keyed more closely to timebuying requirements," Mr. Dole emphasized.

Fada Absolved

COMPLAINT against Fada Radio & Electric Co., Long Island City, N. Y., and its president, Jacob M. Marks, charging misrepresentation in connection with set sales, has been dismissed by the Federal Trade Commission, it was announced Monday. FTC said it was "of the opinion that evidence is insufficient to show that the public is misled by the advertising in question" and that "there is insufficient public interest in the matter to warrant further proceedings." Respondents had been charged with "falsely representing" that they originated Fada sets and have manufactured them since 1920.

In this area, OUR OUTLET is YOUR INLET for GREATER and faster SALES!

CHNS

HALIFAX NOVA SCOTIA

5000 WATT TRANSMITTER NOW GOING UP!

JOS. WEED & CO.
350 Madison Ave., New York,

Have All the Answers!

HORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG
TORONTO

FCC Actions

(*Continued from page 92*)

SEPTEMBER 27

WBAL Baltimore, Md.—The Commission, on its own motion, continued the hearing on application's for renewal of license of WBAL new scheduled for Oct. 1, for a period of 60 days.

Louise C. Carlson, New Orleans, La.—Designated for hearing application for a new station to operate on 1230 kc, 250 w, unlimited time, in consolidation with further hearing on application of WJBW for renewal of license.

Paul W. Delehanty, Easton, Pa.—Designated for hearing application for a new station to opreate on 740 kc, 250 w, daytime only, in consolidation with applications of James M. Tisdale, Diamond State Broadcast Corp., and Key Bcstg. Corp., new schedule for hearing on Oct. 3.

BY COMMISSIONER WAKEFIELD

The Toledo Blade Co., Toledo, Ohio—Granted petition to dismiss without prejudice application for a new FM station.

Community Bcstg. Co., Toledo, Ohio; Ohio Mich. Bcstg. Corp., Toledo, Ohio—The Commission on its own motion, continued without date until further order of the Commission, the hearing now scheduled for Sept. 30 at Toledo, on these two FM applications.

SEPTEMBER 30
BY COMMISSION EN BANC
AM—650 kc

Altoona Bcstg. Co., Altoona, Pa.—Granted CP for a new station to operate on 650 kc, 250 w, daytime only, subject to the conditions that applicant, within 60 days from grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the standards; that the transmitter complies with Sec. 3.46 and that waiver of Secs. 3.55 (b) and 3.60 be granted.

AM—1450 kc

John Daniels, Eli Daniels and Harry Daniels, d/b as Daniels & Sons Bcstg. System, Deadwood, S. D.—Granted CP (*) for a new station to operate on 1450 kc, 250 w, unlimited time.

AM—1580 kc

Arthur H. Croghan, Santa Monica, Calif.—Granted CP (*) for a new station to operate on 1580 kc, 5 kw, daytime only.

AM—1490 kc

Gulfport Bcstg. Co. Inc., Pensacola, Fla.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time.

Assignment of License

WMRO Aurora, Ill.—Granted consent to voluntary assignment of license of station WMRO from Martin R. O'Brien to WMRO Inc., a newly organized corporation.

Assignment of License

WJXN Jackson, Miss.—Granted consent to voluntary assignment of license of WJXN from P. K. Ewing Jr., and F. C. Ewing, d/b as Ewing Bcstg. Co. to P. K. Ewing, Jr., F. C. Ewing and Myrtle M. Ewing, a partnership, d/b as Ewing Bcstg. Co.

(*) Subject to the filing, within 60 days of grant, an application for the modification of CP specifying transmitter location and antenna system meeting the requirements of the Standards.

RENEWAL OF LICENSES

WMJM Cordele, Ga.—Granted renewal of license for the period ending Aug. 1, 1948.

KOCA Kilgore, Tex.—Granted renewal of license for the period ending Aug. 1, 1949.

KASA Elk City, Okla.—Same.

WATT Traverse City, Mich.—Same.

KBIZ Ottumwa, Iowa—Same.

WKBW WGR Buffalo, N. Y.—The Commission, upon its own motion, ordered that the temporary licenses for WKBW and WGR be extended to Dec. 30, 1946.

WSOO Sault Ste. Marie, Mich.—Temporary license further extended upon a temporary basis for a period of 30 days, because of applicant's failure to file renewal application within time required by rules.

KSAN San Francisco, Calif.—Present license extended for a period of 60 days, pending consideration of information requested under Sec. 308 (b) of the Act.

KFJI Klamath Falls, Ore.—Same.

* * *

Licenses for the following stations were further extended upon a temporary basis for the period ending Dec. 1, 1946, for the reasons shown:

KABC San Antonio, Tex.—Pending consideration of information required in connection with application for transfer of control of licensee corporation.

KGDE Fergus Falls, Minn.—Pending further engineering study.

KHUB Nr. Watsonville, Calif.—Pending consideration of information requested under Sec. 308 (b) of the Act.

KICA Clovis, N. M.—Same.

KODY North Platte, Neb.—Pending final decision upon renewal application of WOW.

KROY Sacramento, Calif.—Pending consideration of information requested under Sec. 308 (b) of the Act.

KSAM Nr. Huntsville, Tex.—Pending final disposition of application for assignment of license.

KTOH Lihue, Hawaii—Pending consideration of information requested under Sec. 308 (b) of the Act.

KVNU Logan, Utah—Pending further study concerning station ownership.

KXOX Sweetwater, Tex.—Pending further study concerning station ownership.

WABY Albany, N. Y.—Pending outcome of litigation involving station WOKO.

WACO Waco, Tex.—Pending final determination upon application for transfer of control.

WAGM Presque Isle, Me.—Pending consideration of information required in connection with application for transfer of control.

WBAX Wilkes-Barre, Pa.—Pending outcome of litigation affecting station's license.

WBLJ Dalton, Ga.—Pending further engineering study.

WBLK Clarksburg, W. Va.—Pending action on renewal of WCHS.

WCOU Lewiston, Me.—Pending further accounting study.

WEDC Chicago, Ill.—Pending consideration of information requested under Sec. 308 (b) of the Act.

WFTC Kinston, N. C.—Same.

WHTB Talladega, Ala.—Same.

WMOB Mobile, Ala.—Same.

WSPB Sarasota, Fla.—Same.

WEOA Evansville, Ind.—Pending final determination upon application for assignment of license.

WGRM Greenwood, Miss.—Pending further accounting study.

WING Dayton, Ohio—Pending consideration of licensee's application for CP.

WINN Louisville, Ky.—Pending consideration of information required in connection with application for transfer of control.

WNOE New Orleans, La.—Pending further consideration of applicant's qualifications.

WPRP Ponce, P. R.—Pending the filing of data required pursuant to the Commission's approval of application for assignment of license.

WPAR Parkersburg, W. Va.—Pending

(*Continued on page 101*)

BIRMINGHAM OUTLET SELECTS PERSONNEL

FORMAL opening of WSGN Birmingham, which took the air early last month, is planned in early October. Station is an MBS outlet with 250 w on 1490 kc. Announcement of station personnel has been made by Thomas N. Beach, president, and Mrs. Evelyn S. Hicks, vice president and general manager.

Department heads are J. D. Shacklett, formerly of Kentucky stations, assistant manager; Frank J. Murphree Jr., recently a captain in the Signal Corps, chief engineer; Rudy Clark, Eugene P. Weiland, W. Lamar Jarrard, account executives; Joe Ford, Alabama announcer, senior announcer. On the announcing staff are Larry Kenty, formerly WSGN Birmingham and WHMA Anniston; A. C. Baker, formerly of Flying Tigers; Bud Chase, of California; Gardner D. Beman, of Washington.

Engineering staff includes John Orap, formerly WSGN and Raytheon Mfg. Co.; C. W. Baker; W. T. Siddle; Winnie Smith; Comor Blackerly and W. W. Lee. In the continuity department are Mrs. Evelyn Perling Allen and Margaret Cotton, formerly of Birmingham stations. Evelyn Jennings, formerly WSGN, is in charge of traffic.

Advertising Plan

WAR ASSETS Administration has broadened its advertising agency program into two phases, national and regional. Fuller & Smith & Ross continues to direct national programs. Local agencies will be used by regional offices.

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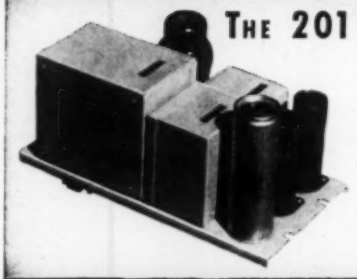
Worthy of an Engineer's Careful Consideration
THE 201 SERIES RECTIFIERS

The 201 Series consists of the 201-A which has a single filter stage and 201-B which has a dual filter stage. The latter type is designed to supply filament and plate power for pre-amplifiers, such as Types 106 and 111. The 201 Series also supplies power for associated line amplifiers such as the Langevin 102 Series. Both units of the 201 Series possess excellent regulation and low ripple content.
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UST CORP. DELIVERS LARGE-SCREEN SETS

UNITED STATES Television Mfg. Corp. has delivered large-screen projection television receivers to four New York metropolitan area department stores for sale to the public. Stores are Macy's and Bloomingdale's in Manhattan; Abraham & Straus, Brooklyn, and Bamberger's, Newark. Sets, with a screen the size of a standard newspaper page, 16x21 inches, housed in imported mahogany cabinets containing AM and FM receivers and an automatic phonograph, retail at $1,995. A special lens made by Bausch & Lomb is used in the picture receiver system, together with a "high-brilliance" power supply developed by UST.

Other UST models offered for prompt delivery include a projection set with a 15-inch screen with radio-phonograph at $1,495, and a 10-inch direct viewing set with radio-phonograph at $1,495. Company also will make custom installations of the big screen sets built into walls, bookcases, etc., for homes, offices, bars and grills, at $2,750 and $2,250.

Lower priced table models, starting with a 7-inch tube set at $195, are scheduled for late fall production by UST. Company also hopes to put its "super-screen" set, with a 12 square foot picture, on the market by the end of the year. Anticipating a production rate in 1947 of $10,000,000 yearly, UST has acquired a substantial interest in Zetka Labs., cathode ray tube manufacturer.

U. S. Rubber

(*Continued from page 23*)

about films, it seems unfair to close without some idea of conclusions we have come to regarding them. They have a definite place in television, and our own use demonstrates one way to use them to advantage.

Basically, we believe television's greatest attraction lies in its ability to bring you things as they happen. In short, the very factor which can make advertising so effective has similar or even greater value in the entertainment section of the program. Some presentations—such as our current series on science over Du Mont—can best be handled with film. Others are improved tremendously by the use of live talent in the studio. Sometimes the two—film and live action—can be combined into an effective whole.

For our own part, we have no rules beyond this—let's expand our knowledge of the audio-visual—in all its forms—and with this as a basis, perhaps we will be better able to judge when to use *what* and *why!*

New Veterans' Receivers

THREE-CHANNEL radio receiving equipment is to be installed in 30 Veterans Administration hospitals and homes during the next year, allowing a choice of three stations instead of one as in the present sets. A variety of headsets are provided for various patients' needs.

Canadians to Take Video Cue From U. S., British Successes

By JAMES MONTAGNES

CAUTIOUS in their approach to television lest the newer medium create a negative first impression, the Canadian broadcasters are carefully watching the United States and British in this field. This brings the conclusion that regular video programming is still several years away for our northern neighbor.

CANADIAN BROADCASTERS do not expect to see television in Canada for some years. Canada will wait till United States and British television stations have shown that the art is commercially feasible.

No Canadian private broadcasting station has as yet been licensed to use a television station. No manufacturer is as yet making any television equipment, nor importing any from the United States or Great Britain. Only television set known to be in Canada is a prewar RCA television receiver which is now being used at the Canadian Government's school for vocational training of war veterans at Toronto.

Reason for lack of television development in Canada was adequately summed up by Dr. Augustin Frigon, general manager of the Canadian Broadcasting Corp., at a recent Parliamentary Radio Committee hearing at Ottawa. Said Dr. Frigon:

"We believe it would be a mistake to encourage the introduction in Canada of television without sufficient financial support, and therefore take the risk that unsatisfactory programs would, at the start, give a poor impression of this means of communication."

Policy Halts Grants

As the CBC Board of Governors recommends issuance of all broadcasting and television licenses in Canada, this policy has stopped the issuance of licenses to broadcasters who have applied to the Canadian Department of Transport for television station licenses.

In the House of Commons at Ottawa a list of 18 Canadian stations which had applied for television licenses was tabled on April 29, 1946. Listed were CKCK and CKRM Regina, CFAC Calgary, CJAT Trail, CJOC Lethbridge, CKWX Vancouver, CJVI Victoria, CJCJ Calgary, CFRN Edmonton, CJCS Stratford, CJCA Edmonton, CKEY Toronto, CHAB Moose Jaw, CKNW New Westminster, CKCH Hull, CHSJ St. John, CKRC Winnipeg. None of these licenses has been granted. At least half of them are group operated by an organization and owners reputedly financially able to spend money on television.

The CBC and the Canadian Association of Broadcasters have discussed unofficially in recent years the possibility of jointly operating television stations in major centers. Nothing further has developed on this since the end of the war.

"No One . . . Will Suffer"

Dr. Frigon has been the main spokesman on television in Canada. He told the Institute of Radio Engineers at Toronto in March 1946, that "in respect to television, we have always maintained, and still maintain, that we are not yet ready in Canada to start anything which will lead to efficient operation. We at the CBC are keeping in very close touch with the development of this new art of public service and as soon as we believe the time has come to introduce the system in Canada, we will be there fighting for it with all the means at our disposal. If we had recommended the issue of permits to all those who have applied as far back as four or five years ago, we would either be in an awful mess at present, or in a most ridiculous position for promoting something which does not yet exist from a Canadian point of view.

"All I can say is that as usual, we will not be behind anybody, and no one, neither manufacturers, private broadcasters, nor the Canadian public, will suffer for the delay."

At the Parliamentary Radio Committee hearings, Dr. Frigon expressed the view that it would be a lot better to wait until matters had stabilized in the United States before starting in Canada, with some permanency, a system well organized from a financial point of view.

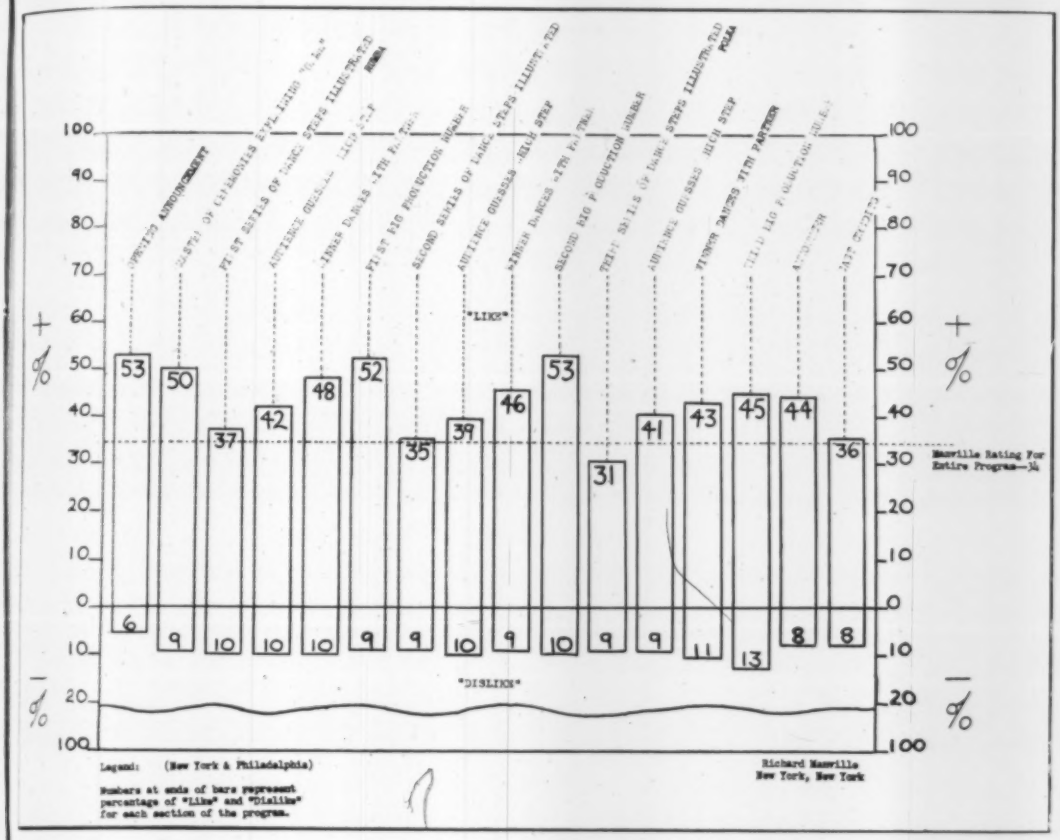
Equipment Is Old

He said there were some enthusiastic television promoters who declared they did not expect to operate on a profitable basis for seven or eight years. He went on: "In the meantime high frequency circuits are being established in the United States and some experimental attempts are already underway in Canada whereby it would be possible to operate television networks, which would of course, bring down the cost very considerably."

The CBC Board of Governors has stated that it is not opposed to the establishment and operation of private television stations for experimental purposes only, provided that the licenses for such stations are restricted to those fully qualified technically and financially, according to a CBC spokesman.

Meanwhile the only television the Canadian public sees consists of exhibitions of wartime developed radar and television equipment by the armed services, or commercial type telecasts on antiquated equipment brought into Canada by promoters and leased to department stores, the latter being very bad advertising for television.

Listener Reaction Graph to Portions of One Video Show



THIS IS a profile of a television program, charted according to a technique devised by Richard Manville, consultant on mass response, to measure the audience reaction to television programs. Unlike the usual radio program ratings, which measure the number of listeners on a purely quantitative basis, the Manville rating, or entertainment index, is a qualitative rating, measuring how much the program was liked or disliked.

To derive the data on which to calculate his rating, Mr. Manville uses questionnaires covering each element of the program to be measured, from the opening announcement to the closing cast credits—36 separate items in the program profiled above. Set-owners receiving the questionnaire are asked to check each program unit in one of three columns, headed "Liked," "Disliked" or "Indifferent." From the replies Mr. Manville charts the percentage of viewers liking or disliking each element, compiles the results into a graph, calculates the overall rating.

This profile covers the final program in a series of four weekly telecasts produced by ABC and sponsored by Chevrolet Motor Division of General Motors on WABD New York and WPTZ Philadelphia. It shows that this program—a combination of dance instruction and production numbers—had an overall entertainment index of 34, that the likes varied over a range of more than 20% but that the dislikes remained practically constant at about 9% throughout the entire half-hour.

Other information derived from the questionnaire but not shown in the profile indicates that the program was received on 46% of the available receivers; the average audience per set was 5.3 persons, 41% men, 36% women and 23% children; the average age of the viewer was between 30 and 40 years. At least one of the four Chevrolet telecasts was seen by 91% of the respondents; 28% saw two or more.

Soviet Functions Bared In Moorad's New Book

THE PROBLEMS and pressures that confront American correspondents in the U.S.S.R. are openly pictured by George Moorad, CBS foreign correspondent, in writing *Behind the Iron Curtain* [Firestone Press Inc., Philadelphia, $3]. In fact, his candor is such that William L. White, author son of the late William Allen White, in a foreword to the book states that Mr. Moorad's frankness is assurance that the Soviet will never permit his re-entry behind the Iron Curtain.

Mr. Moorad was assigned to Moscow in October of 1944, after CBS assignments in London, the Pacific, The Near East, North Africa, and other parts of the globe directly concerned with the war. CBS also sent him to the Far East, where he gathered much data in Soviet-occupied Manchuria for *Behind the Iron Curtain*. In 1945 Mr. Moorad covered the UN Conference in San Francisco and at his book's presstime had been assigned to the first Bikini bomb test.

Revisions Adopted

REVISION of the proposed table of service allocations of frequencies below 25,000 kc, as announced by FCC last July 12, has been adopted without further change, the Commission announced last week. Statements concerning the revisions had been received from Loran County Radio Corp., AT&T, National Federation of American Shipping, RCA Communications, Radiomarine Corp. of America and Mackay Radio and Telegraph Co., but none sought oral argument. Since certain of the problems relate to international adoption, the Commission is continuing to study these matters until the next World Telecommunications Conference. The revised table is available at the FCC.

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Serving Texas Twin Cities
Dallas & Fort Worth

"How to Save Money" is a matter of simple arithmetic . . . and so is this opportunity for double coverage of the Billion Dollar Dallas-Fort Worth Markets . . . twice for one price, at simultaneous or separate hours.

Use these two established 5000 watt stations for coverage that will SELL these dominant twin markets, at a 2 for 1 price combination.

REPRESENTED BY
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NEW YORK DETROIT CHICAGO
BOSTON ATLANTA HOLLYWOOD

KSD Goes Full Speed Ahead for Video

Studio and Transmitter Construction Gets Under Way

By ROBERT L. COE
Chief Engineer, KSD St. Louis

FULL SPEED ahead on television is the order of the day at the *St. Louis Post-Dispatch* Station KSD where construction of studios and transmitter is now under way. Television demonstrations using postwar equipment (the first in the Middle West), will begin in a matter of weeks and on the air telecasting over KSD-TV is scheduled for early March.

The management of KSD believes that television IS ready to go. Technically, television has reached a high degree of perfection. Television receivers are now in production. Public interest in and desire for television is admitted by all. As stated editorially in the *Post-Dispatch* some time ago, holding up "one good thing in hope for something better some time in the future . . . has never been the American way of solving technological and economic problems."

Video Problems

Admittedly, television faces many problems which appear to be particularly numerous and acute in cities smaller than New York and Chicago, but we can keep on talking about them for years and get nowhere. Television must be made available to the general public with program and operational research carried on by a number of smaller independent stations before we can hope to evolve a satisfactory and economically feasible service. How will KSD attack these problems and inaugurate telecasting in the St. Louis area?

It is safe to say that the average person in the St. Louis area has never seen a television broadcast. We of course have had our quota of luncheon speakers and a few demonstrations with prewar equipment, but the average St. Louisan is a bit skeptical that television is really here. He has heard and read about television for years. Recent claims and counter claims of the "go-aheaders" and the "waiters" have not helped him to make up his mind.

The public must be shown television as it is TODAY. Once they have seen a television demonstration employing the modern and efficient equipment which is now available, there is no doubt as to their reaction.

The fact that studio and field equipment will be delivered some time in advance of the transmitting equipment affords an ideal opportunity not only to demonstrate television even before the station is on the air but also provides a much needed period in which to train program and technical staffs. KSD-TV intends to take full advantage of this opportunity, and is planning a series of demonstrations which may have begun by the time this article is published.

In the KSD application to the FCC for a television construction permit, we stated with reference to program plans: "An accurate and detailed forecast as to the character and type of program service to be given by the proposed station is not considered feasible at this time. The programming of a television station in a city such as St. Louis on a 28 hours per week schedule presents problems, the solution of which can only be determined by actual operating experience."

News Is Stressed

The broadcasting of news has long been stressed at KSD and it is our intention to follow the same policy with KSD-TV. New techniques will obviously have to be developed. Filming of local spot news events has been quite successful in the East and we intend to try it in St. Louis. We believe that still photos can also be employed effectively in television newscasts.

AN EXPERT in electronic engineering, Robert Coe has been with KSD since 1924, and since 1933 has been chief engineer. During the war he was deputy chief of staff of the Army's Troop Carrier Command, with the rank of lieutenant colonel. He returned to the station in February 1945 to direct its postwar engineering activities in AM, FM, video.

Mr. Coe

It is obvious that in a community such as St. Louis, television programming must depend primarily on news, special events and sports, at least until some syndicated program service is available either by film, wire network or radio relay. Some of these can be produced in the studio but the majority will undoubtedly originate outside the studio. In equipping Station KSD-TV, this fact has been borne in mind and stress laid on field rather than studio equipment.

Basically, the KSD-TV field equipment consists of two RCA Image Orthicon field cameras with associated sound equipment and provision for transmitting the television program back to the television broadcasting transmitter either by telephone line or microwave relay. All equipment is being manufactured by RCA and will be incorporated into a mobile unit from which point it can be operated or installed elsewhere.

The microwave relay transmitter uses a parabolic or "dish" antenna four feet in diameter and operates in the band 6500-6800 mc. At the point of pick-up this must be mounted at a high enough elevation to give line-of-sight transmission back to the main transmitter where a receiver using a similar antenna is used. Range of this relay transmitter is estimated at 10 to 15 miles.

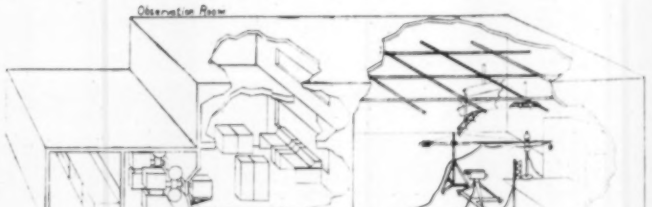
Telephone lines can be used for transmitting television programs over limited distances, but especially selected or installed cables are required with special terminal equipment. In St. Louis a one-mile television circuit costs $1,000 for installation and a monthly rental of $280. These are present costs and undoubtedly will be reduced.

Eventually the telecaster will probably supply his own terminal equipment which will reduce the cost. But use of telephone circuits for relaying television pickups will only be feasible from points close to the main transmitter and from which programs are originated quite frequently. The RCA microwave relay transmitter and receiver cost approximately $8,000. This cost can be amortized over a period of years, but there will generally be installation costs on each pick-up.

Remodeling for Studios

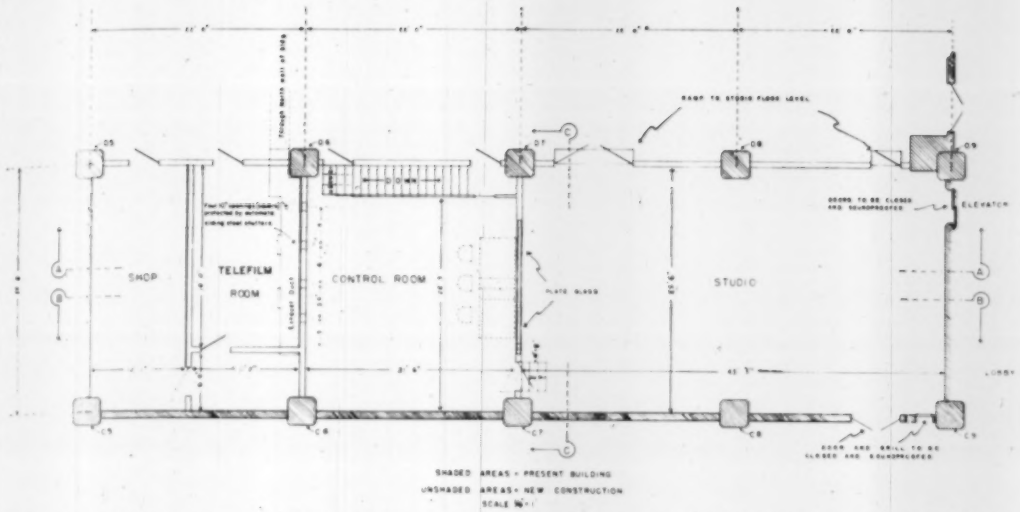
Plans are being prepared for extensive remodeling of the *Post-Dispatch* building to provide AM, FM and television studios. Because the space for this construction will not be available for some time, a temporary television studio is being constructed in the Mechanical Annex which is adjacent to the main *Post-Dispatch* building. This studio will be approximately 25 by 45 feet with a ceiling height of 21 feet.

Ceiling and walls are being cov-



Temporary Television Studio - KSD.

Cut-away sketch showing construction of temporary KSD-TV shop, projection room, control room and studio.



Floor plan of temporary KSD-TV studio, control room, etc., on a scale of ¼-inch to a foot. Shaded areas represent present building, unshaded areas the new construction.

ered with 2 inch rock wool blanket with no attempt at any decorative scheme, because the entire installation is regarded as an experimental television workshop rather than a show place.

The matter of studio lighting has occasioned considerable study. The final decision was to employ fluorescent lighting for the main or base lighting. Since we plan to use the Image Orthicon field cameras in our studio as well as in the field, at least during the initial phase of KSD-TV operation, the extremely high light intensity usually required in television studios was not considered necessary. An intensity of 100 foot-candles was established as the initial requirement, but overhead light will be supplemented by floor floods (incandescent and fluorescent), and spots where needed.

The control room is located at one end of the studio and is elevated two feet above the studio floor. The room is approximately 21 by 25 feet and is designed to accommodate all equipment other than the transmitter itself. In front of the control room window is a desk for the field equipment with the camera controls, monitoring and switching units located in a sloping recess for convenience.

Equipment

Alongside the field desk are located the film camera controls and monitors. An RCA 76-B Consolette is mounted on a desk to the left of the camera control equipment to provide the necessary sound facilities. The sound equipment includes two transcription turntables. The film camera is mounted on a track on the rear wall of the control room so that it can be placed in front of any one of four projector openings in the wall.

Film is one of the most important sources of program material, and will become increasingly so. Provision has been made for the use of both 16 mm and 35 mm film with space for additional projectors in the telefilm room. The system is also designed so that film can be telecast without the use of any of the field equipment. A film program can be used this way, even though the use of the field cameras for both studio and field precludes a studio program preceding or following an outside pickup.

Transmitter Location

The KSD-TV transmitter will be located in a penthouse on the roof of the same building which houses the temporary television studio. Thus the need of any special lines or radio relay to connect the transmitter and studio is eliminated. The location has the added advantage of being located in the retail shopping area where high signal strengths can be most advantageously used by the radio retailers. As it is also very close to the geographical center of the St. Louis metropolitan area, it should provide the optimum service to the entire area.

A 450 foot Ideco tower is being erected on the roof alongside the transmitter penthouse. A three element RCA Super-Turnstile television antenna will be mounted atop this tower which will give an overall height above ground of 540 feet. This antenna will be used not only for both the picture and sound television transmitters, but also for the KSD-FM 10 kw transmitter which will be located in the same penthouse. This triple use of one antenna is made possible by the employment of a "triplexing" system recently developed by RCA.

The television transmitter, also manufactured by RCA, will include a 5 kw picture unit and a 3 kw sound unit. Using the antenna system described above, it is expected that the 0.5 mv/m service area will extend out almost 40 miles and and that the 5.0 mv/m area will cover the metropolitan district.

The original estimate of the cost of the entire installation exclusive of buildings was $225,000 and it does not now appear that the actual costs will exceed this figure. Operating costs have of course been estimated, but only actual operation will tell the real story.

Near-Record Total Approved to FCC

79th Congress Authorized Five Commissioners

FIVE MEMBERS of the FCC were approved by the Senate during the 79th Congress, which officially closes Jan. 3—a record number for any Congress since the Commission was created and all seven original Commissioners were approved.

Paul A. Porter, former chairman, now OPA Administrator, was the first to come before the Senate Interstate Commerce Committee in the 79th Congress. Having been named by the late President Roosevelt in a recess appointment in late 1944, Mr. Porter was formally nominated Jan. 3, 1945, when the new Congress opened. The committee conducted a hearing Jan. 15 and three days later Mr. Porter was confirmed by the Senate.

Charles R. Denny Jr., FCC general counsel, was nominated for a Commissionership March 14, 1945, succeeding T. A. M. Craven, who retired June 30, 1944. Mr Denny's hearing was March 16 and 10 days later he was confirmed.

William Henry Wills, former Governor of Vermont, was nominated by President Truman June 13, 1945, to succeed Norman S. Case, who subsequently retired June 30 that year. The committee conducted a hearing on Governor Wills' nomination July 12. He was confirmed the same day.

Rosel H. Hyde, who succeeded Mr. Denny as general counsel, was nominated to the Commission by President Truman March 21, this year, reported favorably by the committee April 11 and the next day was confirmed.

Commr. Paul A. Walker, only original member of the FCC, was nominated last May 14 for reappointment, reported favorably by the committee June 14 and on June 15 was confirmed for his third term, which expires July 1, 1953.

You

GET THE WHOLE PICTURE WITH

WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking persons
2,103,737	Italian speaking persons
1,236,000	German speaking persons
578,000	Polish speaking persons
250,000	Spanish speaking persons
6,517,737	foreign language prospects

There you get the *whole* picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in *any* language.

Photo: Lotte Errell Pix

WBNX

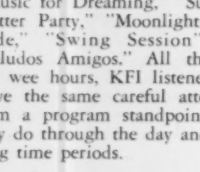
5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

INSOMNIA, SO WHAT?

Our affable night host, Bob Phillips, is doing a magnificent job of keeping KFI the most listenable station from one to six in the morning. As planner, announcer and impressario at large, Bob has the ball rolling at high speed much to the delight of late-nighters in KFI's area. Letters by the hundreds pour in from listeners which usually begin: "Dear Bob . . . I don't sleep well so I've been listening to you around 3:30 a.m. and I certainly enjoyed etc., etc." Now the secret to Bob Phillips' success is found in his program schedule that contains eight well planned features instead of the hodge-podge of discs and patter which has been known to desecrate the pure night air. With the accent on music, certain of Bob's programs carry such titles as: "Music for Dreaming," "Surprise Platter Party," "Moonlight Serenade," "Swing Session" and "Saludos Amigos." All through the wee hours, KFI listeners receive the same careful attention from a program standpoint that they do through the day and evening time periods.

A NOTE FOR TIME BUYERS



Of course this early morning time on KFI has strong commercial possibilities. The mail count on various programs couldn't help but interest the most conservative purchaser. And when it comes to costs—oh man, now we're talking for moderate spenders. A call at KFI Sales or Edward Petry Company will provide further information.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Television Effective in the Classroom

Pupils Learn Quickly, Chicago Telecasts Disclose

By JERRY WALKER

WITH a long background in education and radio programming, Jerry Walker writes with authority in acclaiming the results of television as a medium of classroom instruction. He started in radio in the Northwest in 1939 and has been at KOAC Corvallis, Ore., WLS and WGN Chicago, and WBKB, television station in Chicago. He is an ordained minister, instructor, newscaster and operator of a program package firm bearing his name.

A GROUP of 10-year-olds sit expectantly in their public school classroom, watching wide-eyed as reception controls are adjusted and the station seal of WBKB, television station in Chicago, is brought into clear focus.

Mr. Walker

The teacher explains painstakingly that theirs is one of two schools chosen to participate in an experiment in what educators term audio-visual education. Muted whispers of excitement surge across the class of some 30 pupils. Although the meaning is yet somewhat vague, even 10-year-olds feel the significance of the experience in which they are about to participate.

"Today," their teacher continues, "we are to study fire prevention. We shall see a demonstration of combustibles. Can anyone tell me what combustibles are?"

Hazy on 'Combustibles'

Two or three hands are raised, answers are fairly representative of a quite nebulous understanding. The pre-telecast "warm up" continues with references to matches, oily rags, gasoline, cleaning fluid. On the whole the teacher finds a rather inadequate comprehension on the part of the boys and girls.

As the theme music for *A View to Education* is heard, the discussion is brought to an abrupt close. All eyes and ears are concentrated upon the 14-inch picture tube at the front of the classroom where they remain virtually without interruption for a full half-hour.

During that half-hour a program of fire prevention is telecast under the joint direction of the Chicago Radio Council of the Chicago Public Schools, the Chicago Fire Department, and Television Station WBKB.

Following the dissolve from title cards the camera dollies in on a model city street. Factory, home, garage and apartment building stand out before a panorama of street and trees. A voice explains the nature of these buildings and a camera switch reveals two officers of the fire department standing behind the model street, which heretofore seemed quite realistically a full sized group of buildings.

The ensuing demonstration includes a dust explosion which blows open windows and doors of the factory; smoke curls from the roof of the house where a penny has been inserted in place of a fuse and suddenly bursts into flame; an unprotected light in the garage is shattered with a hypothetical monkey wrench where it ignites gasoline fumes, destroying the garage; similarly, fumes of cleaning fluid are made visible as they flow down the apartment house staircase to roll through the alley where they are ignited by a trash fire and rush with gasp provoking speed to retrace their path and explode at their source in the apartment house.

And Now the Test

A brief statement by the firemen brings the demonstration to a close and excited voices chatter in the classroom as hands begin to wave for the teacher's attention. When order has been restored, the real test of educational television begins: Will the children show learning? Has there been educational achievement? Will retention be equal to, or higher than, retention from normal teaching methods?

At the very outset the follow-up discussion shows a more accurate and more comprehensible understanding of fire-control. Now combustibles are "Things that explode; gas that burns; what makes a fire." Fires are caused by "Being careless; breaking lights; not following safety rules, like not using fuses; poor wiring; not keeping places neat."

Following the discussion, teachers and directors find themselves in agreement. Television, by stimulating and holding interest, leads to a high rate of learning. And succeeding tests show that preliminary reactions have not been overly optimistic, for retention is extremely high.

Of course, this program and those following in the series were received by only two classes, one in the grades, one in high school. Sufficient data on the effectiveness of television in the classroom has not been accumulated to the extent of satisfying the rigorous standards of educational tests and measurements. Results were so spectacular, however, that all concerned are anxious for further classroom television.

The radio-minded Board of Education has gone so far as to give the title, "Television Director," to one of its radio personnel and has been talking somewhat more than casually of having its own television transmitter. Short of that, a school television workshop in conjunction with its various radio workshops appears to be a foregone conclusion.

Screen Needed

On the other hand, certain lessons were learned that cause serious considerations in the setting up of any future educational series for in-school viewing. Large-screen reception for the classroom is almost an essential. Even with large-screen reception, small viewing groups are preferable to large groups where distractions become more likely and are more difficult to control. While children are interested and to a certain extent entertained by programs created by other children, television's real challenge as a teaching aid is to prepare and present under close academic supervision highly professional and instructive programs, that is, programs that have proper educational content wrapped up in a showmanly package.

While radio has been used in education primarily for the purpose of motivation, thereby supplementing classroom curriculum and becoming a tool of indirect teaching, preliminary experience seems to indicate that television will go much farther. Sight added to sound is conducive to actual, direct instruction. With proper understanding and exploitation of this medium, new worlds will be placed at the pupils' fingertips.

ALL MAIL but no males describes the WCKY Cincinnati mail room which is the least glamorized of any of the departments. From top to bottom the feminine lovelies are: Lucille Franks, Covington, Ky.; Billie Lee Thayer, Cincinnati, Ohio; Shirley Shelton, Park Hills, Ky.; Artie Skinner, Covington, Ky.; and Julia Ashcroft, Norwood, Ohio.

FCC Actions

(Continued from page 94)

final action on renewal of station WCHS.

WOV New York City—Pending outcome of litigation involving transfer of control of licensee.

WTAX Springfield, Ill.—Pending consideration of information required in connection with application for transfer control of licensee corporation.

OCTOBER 1

BY COMMISSION EN BANC

WJXN Jackson, Miss.—Present license further extended upon a temporary basis for the period ending Dec. 1, 1946, pending consideration of information required in connection with application for assignment of license.

Thomas H. Frier and W. R. Frier, d/b as Enterprise Publishing Co., Douglas, Ga.—Designated for hearing application for a new station to operate on 1490 kc 250 w, unlimited time.

WTAW College Station, Tex.—Dismissed petition for reconsideration directed against the action of the Commission May 13, 1946, granting application of WACO for modification of construction permit to increase power from 1 to 5 kw on 1460 kc.

Port City Bcstg. Co., Port Arthur, Tex.—Placed in the pending file until after conclusion of the clear channel hearing, application for a new Class II station to operate on 840 kc, 1 kw, daytime only.

Grand Forks Herald Inc., Grand Forks, N. D.; Community Radio Corp., Grand Forks, N. D.—Designated for consolidated hearing these applications, each requesting a new station to operate on 1400 kc, 250 w, unlimited time.

Southern Bcstg. Co., Montgomery, Ala.; Lincoln Operating Co., Miami, Fla.—Designated for consolidated hearing application of Southern Bcstg. Co., for a new station in Montgomery, Ala., to use 1170 kc, 10 kw, unlimited time, with application of Lincoln Operating Co. for a new station in Miami to use 1170 kc, 5 kw, unlimited time, and ordered that KVOO Tulsa, and WWVA Wheeling, W. Va., be made parties to this proceeding.

Lee-Smith Bcstg. Co., Fairbault, Minn.; Rochester Bcstg. Co., Rochester, Minn.—Designated for consolidated hearing application of Lee-Smith Bcstg. Co. for a new station to operate on 920 kc, 100 w night, 250 w day, with application of Rochester Bcstg. Co. to use 920 kc, 1 kw, DA-U time.

Radio Ft. Wayne Inc., Fort Wayne, Ind.—Designated for hearing in consolidation with applications of Rodeheaver and Feldman, application of Radio Ft. Wayne Inc. for a new station to operate on 1450 kc, 250 w power, unlimited time, and further ordered that the order heretofore issued in the consolidated proceeding in re the Rodeheaver and Feldman applications, be amended to include Radio Ft. Wayne Inc.

The Concho Valley Bcstg. Co., San Angelo, Tex., and Runnels County Bcstg. Co., Ballinger, Tex.—Designated for consolidated hearing applications of Concho Valley Bcstg. Co. and Runnels County Bcstg. Co., each requesting 1400 kc, 250 w, unlimited time, at San Angelo and Ballinger, respectively.

Kinston Bcstg. Co., Kinston, N. C.; Josh L. Horne, Rocky Mount, N. C.—Designated for consolidated hearing the application of Kinston Bcstg. Co. with application of Josh L. Horne, both requesting 810 kc, 1 kw, daytime only, at Kinston and Rocky Mount, respectively.

Andrew Jarema and Frank H. Altdoerffer, tr as The Binghamton Broadcasters, Binghamton, N. Y.; Hudson Valley Bcstg. Co. Inc., Albany, N. Y.—Designated for consolidated hearing the application of Binghamton Broadcasters, for a new station to operate on 590 kc, 500 w, daytime only, and application of Hudson Valley Bcstg. Co. Inc. requesting 590 kc, 1 kw night, 5 kw day, DA, unlimited time, in a consolidated hearing with applications of WBAX Wilkes-Barre, and WARM Scranton, and the Commission's order of Sept. 19 designating WBAX and WARM for hearing was amended to include Binghamton Broadcasters and Hudson Valley Bcstg. Co. Inc.

Ralph E. Oliver, et al, d/b as Napa Valley Bcstg. Co., Napa, Calif.—Designated for hearing application for a new station to operate on 1570 kc, 500 w, daytime only, and ordered that KCVR Lodi, Calif., be made a party to this proceeding.

Pynchon Bcstg. Corp., Springfield, Mass.; WHYN Holyoke, Mass.—Designated for hearing in a consolidated proceeding application of Pynchon Bcstg. Corp. for a new station to operate on 560 kc, 5 kw, unlimited time, DA, with application of WHYN to change facilities to operate on 560 kc, with 5 kw, unlimited time.

William Paul Beville, et al, d/b as WCPZ Bcstg. Co., Beaumont, Tex.—Designated for hearing application for a new station to operate on 1340 kc, 250 w, unlimited time.

Ruston Bcstg. Co., Ruston, La.; Abe B Harris, Ruston, La.—Designated for hearing in a consolidated proceeding the application of Ruston Bcstg. Co. and application of Abe B. Harris, each requesting a new station to operate on 1490 kc, 250 w, unlimited time.

Morris Luskin, Burbank, Calif.; Burbank Broadcasters Inc., Burbank, Calif.—Designated for hearing application of Morris Luskin to operate on 1490 kc, 250 w U. time, in a consolidated proceeding with application of Burbank Broadcasters Inc., requesting the same facilities, and ordered that KVOE Santa Ana be made a party to this proceeding.

Dr. Delbert Joseph Parsons, et al, d/b as Champion City Bcstg. Co., Springfield, Ohio; Radio Springfield Inc., Springfield, Ohio—Designated for hearing in a consolidated proceeding the application of Champion City Bcstg. Co. and application of Radio Springfield Inc., both requesting 940 kc, 250 w, daytime only.

OCTOBER 2

BY COMMISSION EN BANC

WSM Nashville, Tenn.—Granted petition to amend application for voluntary assignment of license, reconsidered action of Oct. 3, 1945 in designating same for hearing, and application as amended, removed from hearing docket and granted assignment of license of WSM, relay stations and FM station associated therewith, from The National Life and Accident Co. to WSM Inc.

BY COMMISSIONER WAKEFIELD

Radio Peoria, Peoria, Ill.—Granted petition for continuance of hearing on application for CP now scheduled for Oct. 1, and continued same to Nov. 1, 1946.

OCTOBER 3

BY THE COMMISSION

Merlin H. Smith, d/b as Radio Ft. Wayne Inc. Ft. Wayne, Ind—The Commission, on its own motion, dismissed application for CP because of substitution therefor by applicant of an application by three partners under the name of Radio Ft. Wayne, Inc.

J. W. Birdwell, Nashville, Tenn.—Adopted a memorandum opinion and order denying petition of J. W. Birdwell to dismiss without prejudice his application for CP, which was heard in Dec. 1945, in a consolidated proceeding with four Nashville and one Murfreesboro, Tenn. applications.

BY SECRETARY

WWNR Beckley, W. Va.—Granted license to cover CP which authorized a new station on 1450 kc, 250 w unlimited time; waiver of Secs. 3.55(b) and 3.60 of rules granted; conditions. Also granted authority to determine operating power by direct measurement.

WWBR Washington, D. C.—Granted modification of CP which authorized a new commercial television station for extension of commencement and completion dates only from 6/26/46 and 12/26/46 to 1/23/47 and 6/23/47, respectively.

WWCO Waterbury, Conn.—Granted modification of CP which authorized a new station, for approval of transmitter location at Thomaston Ave., Waterbury, and studio location at 119 W. Main St., Waterbury.

WQQW Washington, D. C.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter location at corner E. Broad St. and Wilson Blvd., Falls Church Va.

KSOK Arkansas City, Kan.—Granted modification of CP which authorized a new station, to change type of transmitter, for approval of antenna and transmitter location at SE corner of SW quarter Sec. 18, Twp. 34, Range 4, Arkansas City, change studio location to 106 East 5th Ave., Arkansas City, Kan.

WHIZ Zanesville, Ohio—Granted authority to determine operating power by direct measurement.

WMOA Marietta, Ohio—Granted CP to change type of transmitter. Waiver of Secs. 3.55(b) and 3.60 of Rules granted; conditions.

KWIN Ashland, Ore.—Granted license to cover CP which authorized a new station to operate on 1400 kc 250 w, unlimited time, and for change of studio location to 1160 Helman Road, Ashland, Ore. Waiver of Secs. 3.55(b) and 3.60 of Rules granted; conditions. Also granted authority to determine operating power by direct measurement.

WCTA E. of Andalusia, Ala.—Granted license to cover CP which authorized a new station to operate on 1340 kc, 250 w, unlimited time; waiver of Secs. 3.55(b) and 3.60 of rules granted; conditions. Also granted auth. to determine operating power by direct measurement.

WARL Arlington, Va.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations near Bailey's Cross Roads, 2.5 mi. SW of Arlington, and 3102 10th Road, North Arlington, respectively; waiver of Secs. 3.55(b) and 3.60 of Rules granted; conditions.

KSTR Great Falls, Mont.—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter, approval of transmitter and studio location at Park Hotel (Park Drive and Central Ave.) Great Falls. Waiver of Secs. 3.55 (b) and 3.60 of Rules granted; conditions.

KWBC Ft. Worth, Tex.—Granted modification of CP which authorized a new station, for aproval of antenna and approval of transmitter location at Fort Worth.

BY THE COMMISSION

Savannah Valley Bcstg. Co. Augusta, Ga.—Adopted an Order granting application for a new station to operate on 1340 kc, 250 w, unlimited time, subject to the condition that applicant file an application for modification of CP within 60 days specifying a transmitter location acceptable to the Commission and subject to CAA approval.

Applications . . .

SEPTEMBER 27

AM—1150 kc

Radio Americas Corp., Mayaguez, P. R.—CP new standard broadcast station to be operated on 1150 kc, 1 kw and un-

(Continued on page 102)

THE *Fred A. Palmer* CO.

SEVENTH FLOOR
UNION TRUST BLDG.
CINCINNATI 2, OHIO

RADIO STATION CONSULTANTS *on* MANAGEMENT *and* OPERATION

17 YEARS OF SUCCESSFUL STATION MANAGEMENT

It's tops for AM or FM!

Western Electric 25B speech input console

Compact—easy to look at—simple to install and maintain—the new 25B assures quality studio control at moderate cost. For a full list of its advantages and technical information, write Graybar Electric Co., 420 Lexington Avenue, New York 17, N.Y., or . . .

ASK YOUR LOCAL **GraybaR**
BROADCAST REPRESENTATIVE

WSLI
JACKSON
MISSISSIPPI
5000 WATTS
DAY and NIGHT
WSLI—maintaining its policy of "first with the most"—will give greatest coverage of this area. Watch for the new operating schedule on 930 K. C. WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

WCKY
the 50,000
watt voice
of Cincinnati

BBM shows that CKNW has Primary Coverage of New Westminster, Vancouver and the Fraser Valley.
CKNW
NEW WESTMINSTER, B.C.

FCC Actions

(Continued from page 101)

limited hours of operation—AMENDED: re transmitting equipment.

AM—1260 kc

WOL Washington, D. C.—License to cover CP which authorized increase in power, install new transmitter and new directional antenna for day and night use and change transmitter location; authority to determine operating power by direct measurement of antenna power.

AM—1090 kc

Public Service Radio Corp., Baltimore, Md.—CP new standard broadcast station to be operated on 1090 kc, 50 kw, directional antenna, night and unlimited hours of operation.

AM—1010 kc

WLOW Norfolk, Va.—Modification of CP which authorized a new standard broadcast station, to change frequency from 1590 to 1010 kc, change transmitter and studio locations.

AM—860 kc

WNBA Bristol, Va.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, approval of transmitter location and to specify studio location.

AM—930 kc

WSAZ Huntington, W. Va.—License to cover CP as modified, which authorized increase in day power and installation of new transmitter; authority to determine operating power by direct measurement of antenna power.

AM—840 kc

Harold B. Newman and Anne L. Newman, a partnership d/b as Ponoco Bcstg. Co., Stroudsburg, Pa.—CP new standard broadcast station to be operated on 840 kc, 250 w and daytime hours of operation.

AM—1400 kc

WDAS Philadelphia, Pa.—CP to install new vertical antenna and mount FM antenna on top of AM tower.

AM—1340 kc

WKRZ Pittsburgh, Pa.—License to use old main transmitter as an auxiliary transmitter with power of 250 w.

AM—1170 kc

KVOO Tulsa, Okla.—CP for reinstatement, which authorized installment of new directional antenna for night use.

AM—1050 kc

Washington County Bcstg. Corp., Johnson City, Tenn.—CP new standard broadcast station to be operated on 1050 kc, 1 kw and daytime hours of operation.

AM—1230 kc

The Harriman Bcstg. Co. Inc., Harriman, Tenn.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM—1400 kc

WGNH Gadsden, Ala.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, approval of transmitter locations and specify studio location.

AM—1230 kc

WAYX Waycross, Ga.—Modification of CP which authorized to install new vertical antenna and ground system and to change transmitter and studio locations, to make changes in antenna and to change type of transmitter.

AM—1360 kc

WKAT Miami Beach, Fla.—CP to install old main transmitter at 1759 North Bay Road, Miami Beach, Florida (present site of main transmitter) to be used for auxiliary purposes with power of 1 kw.

AM—1450 kc

John A. Boling, tr as Live Oak Bcstg. Co., Live Oak, Fla.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—900 kc

Seminole Bcstg., Belle Glade, Fla.—CP for a new standard broadcast station to be operated on 900 kc, 1 kw and daytime hours of operation.

AM—1330 kc

WLOL Minneapolis, Minn.—License to cover CP as modified, which authorized increase in power, changes in transmitting equipment and directional antenna for day and night use and change transmitter location; authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WGL Fort Wayne, Ind.—License to cover CP which authorized to move transmitter.

AM—1450 kc

KSEM Moses Lake, Wash.—Modification of CP which authorized a new standard broadcast station, to change transmitter and studio location.

AM—1590 kc

KSJO San Jose, Calif.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

KANA Anaconda, Mont.—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1260 kc

KPOW Powell, Wyo.—Modification of CP which authorized to change frequency, installation of new transmitter and directional antenna for night use and to change transmitter and studio locations, to change transmitter and studio locations.

Applications Tendered for Filing:

AM—1450 kc

Radio Ft. Wayne, Inc., Ft. Wayne, Ind.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1240 kc

Alabama-Georgia Bcstrs. Inc, Eufaula, Ala.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—900 kc

Thomas E. Danson, Universal Radio Features Syndicate, Laguna Beach, Calif.—CP new standard broadcast station to be operated on 900 kc, 250 w and unlimited hours of operation.

AM—800 kc

Biscayne Bcstg. Co. Inc., Miami Beach, Fla.—CP new standard broadcast station to be operated on 800 kc, 1 kw and daytime hours of operation.

AM—1400 kc

Wired Music Inc., Rockford, Ill.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—780 kc

Rutherford County Radio Co. Inc., near Forest City, N. C.—CP new standard broadcast station to be operated on 780 kc, 1 kw and daytime hours of operation.

SEPTEMBER 30

AM—1450 kc

WKXL Concord, N. H.—License to cover CP (as modified) which authorized a new standard broadcast station and to specify studio location; authority to determine operating power by direct measurement of antenna power.

Experimental Video

Allen B. DuMont Labs. Inc., area of New York, N. Y.—CP for a new experimental television relay broadcast station to be operated on channel 13, 210-216 mc, power of visual 40 w (peak) aural 40 w and emission of visual A3 and aural A3.

FM—Unassigned

The Danbury News-Times Co., Danbury, Conn.—CP new FM (metropolitan) broadcast station to be operated on frequency and coverage to be assigned by FCC.—AMENDED: to change stockholders.

AM—1590 kc

WLOW Portsmouth, Va.—Modification of CP which authorized a new standard broadcast station for approval of antenna and transmitter location.

AM—730 kc

WPIK Alexandria, Va.—License to cover CP (as modified) which authorized increase in power and installation of new transmitter; authority to determine operating power by direct measurement of antenna power.

AM—830 kc

Hillsdale Bcstg. Co. Inc., Hillsdale, Mich.—CP new standard broadcast station to be operated on 830 kc, 250 w and daytime hours of operation.

AM—1490 kc

WKAY Glasgow, Ky.—License to cover CP as modified which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1280 kc

WKST New Castle, Pa.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

Special Authorization

W8XAL Cincinnati, Ohio—Extension of Special Temporary Experimental authorization to operate a 1 kw transmitter on 6080 kc, with 1 kw power, A0 and A1 emission for identification purposes only, to be used with all international broadcast stations licensed to the Crosley Corp.

Educational

The Board of Education of the City of Oklahoma City, State of Oklahoma, Oklahoma City—CP new noncommercial educational broadcast station to be operated on 8892 kc, emission special for FM and 250 w power.

AM—1420 kc

Forest Capital Bcstg. Co., Lufkin, Tex.—CP for a new standard broadcast station to be operated on 1420 kc, 1 kw directional antenna night and unlimited hours of operation.

FM—102.7 mc

R. G. LeTourneau, Longview, Tex.—CP for a new FM (Metropolitan) broadcast station to be operated on channel 274, 102.7 mc or as assigned by FCC and coverage of 8500 sq. mi.—AMENDED: to change coverage from 8500 to 9460 sq. mi., specify population as 291,425.

AM—1450 kc

WCJU Columbia, Miss.—Modification of CP which authorized a new standard broadcast station to specify power as 250 w, for approval of antenna, approval of transmitter location, change studio location and make changes in transmitting equipment.

AM—1450 kc

WCRS Greenwood, S. C.—CP to install a new vertical antenna.

AM—900 kc

WAYN Rockingham, N. C.—License to cover construction permit which authorized a new standard broadcast station and for approval of studio location; authority to determine operating power by direct measurement of antenna power.

AM—870 kc

Publix Bcstg. Service of Charlotte Inc., Charlotte, N. C.—CP new standard broadcast station to be operated on 870 kc, 1 kw and daytime hours of operation.

AM—1230 kc

Louise C. Carlson, New Orleans, La.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM—1150 kc

WJBO Baton Rouge, La.—CP to move transmitter location and to install an FM antenna on top of center element of directional antenna system.

AM—1290 kc

Frequency Bcstg. System Inc., Shreveport, La.—CP new standard broadcast station to be operated on 1290 kc, 250 w and unlimited hours of operation.

AM—1340 kc

Sarkes Tarzian and Mary Tarzian, a partnership d/b as Sarkes Tarzian, Bloomington, Ind.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1340 kc

WLBC Muncie, Ind.—CP to make changes in vertical antenna, mount FM antenna on top of FM tower and to change studio location.

AM—1450 kc

Radio Ft. Wayne Inc., Ft. Wayne, Ind.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1510 kc

WAZW Waukesha, Wis.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and for approval of transmitter location.

AM—1490 kc

F. F. McNaughton and Louis F. Leurig, a partnership d/b as The La Salle County Bcstg Co., La Salle, Ill.—CP for a new standard broadcast station to be operated on 1490 kc, power of 250 w and unlimited hours of operation.

AM—1290 kc

WIRL Peoria, Ill.—Modification of CP which authorized a new standard broadcast station, to specify power of 5 kw and directional antenna for day and night use, change type of transmitter and change transmitter location.

AM—1450 kc

KCLB Tucson, Ariz.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

AM—1440 kc

KMED Medford, Ore.—Voluntary assignment of license to Gibson Bcstg.—AMENDED: re officers, directors and stockholders.

AM—1340 kc

KPRK Livingston, Mont.—Modification of CP which authorized a new standard broadcast station, to change transmitter and studio locations.

AM—1400 kc

KCHS Hot Springs, N. M.—License to cover CP (as modified) which authorized a new standard broadcast station; authorization to determine operating power by direct measurement of antenna power.

AM—1490 kc

KYOS Merced, Calif.—CP to make

changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1340 kc

Shasta Cascade Bcstg. Corp., Mt. Shasta, Calif.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

Applications Tendered for Filing:

AM—780 kc

KSPI Stillwater, Okla.—CP change frequency from 840 to 780 kc, 250 w daytime.

AM—1230 kc

Union-Carolina Bcstg. Co., Union, S. C.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

AM—910 kc

Piedmont Bcstg. Co., Greenville, S. C.—CP new standard broadcast station to be operated on 910 kc, 1 kw and daytime hours of operation.

AM—580 kc

KALB Alexandria, La.—CP change power from 1 kw day and night to 1 kw night, 5 kw day and install new transmitter, operating with directional antenna night and unlimited hours of operation.

AM—810 kc

KGO San Francisco, Calif.—CP to make changes in directional antenna, operating with 50 kw, unlimited time.

SEPTEMBER 27

AM—1100 kc

WGAT Utica, N. Y.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and to specify studio location.

Video

W2XNJ Clifton, N. J.—CP to reinstate CP which authorized a new experimental television broadcast station, to be operated on frequency to be assigned by the Commission's chief engineer from time to time, power of visual 1 kw (peak), aural 1 kw peak, emission A3, A5, special and special for FM.

AM—680 kc

Foundation Co. of Washington, Philadelphia—CP for a new standard broadcast station to be operated on 680 kc, 10 kw, DA and unlimited hours of operation.

AM—1400 kc

WCTT Corbin, Ky.—Modification of CP (as modified which authorized a new standard broadcast station) to make changes in antenna and to change type of transmitter.

AM—1490 kc

WKMA Quitman, Ga.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna for approval of transmitter location and to specify studio location.

AM—1570 kc

KAKC Tulsa, Okla.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and for approval of transmitter location.

Antenna Changes

WNAD Norman, Okla.—CP to make changes in antenna and mount FM antenna on top of AM antenna.

AM—1490 kc

Louis F. Leurig and F. F. McNaughton, a partnership d/b as Seminole Bcstg. Co., Wewoka, Okla.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited time.

AM—1040 kc

KIXL Dallas, Tex.—Modification of CP which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—1490 kc

Clarence E. Faulk Jr., tr/as Ruston Bcstg. Co., Ruston, La.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w, unlimited time.

AM—1230 kc

WAYX Waycross, Ga.—Modification of CP (which authorized to install new vertical antenna and ground system and to change transmitter and studio locations) for extension of commencement and completion dates.

AM—1170 kc

Robert E. Liverance, Gaffney, S. C.—CP for a new standard broadcast station to be operated on 1170 kc, 250 w and daytime only.

AM—1340 kc

WAIR Winston-Salem, N. C.—Authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

WAIR Winston-Salem, N. C.—License to cover CP (as modified) which authorized installation of new vertical antenna and change transmitter location.

AM—1190 kc

WBUY Lexington, N. C.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

WTBS Lumberton, N. C.—Authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

James R. Williams, Newton, Kan.—CP for a new standard broadcast station to be operated on 1240 kc, 250 w unlimited time.

AM—790 kc

WGRC New Albany, Ind.—CP to change frequency from 1400 kc NARBA to 790 kc, increase power from 250 w to 1 kw and change transmitter location. Amended to change type transmitter, make changes in DA and change transmitter location from New Albany, Ind. to Jeffersontown, Ky. and power from 1 kw to 1 kw night and 5 kw day.

OCTOBER 1

Relay

The Western Connecticut Bcstg. Co. Stamford, Conn.—CP new relay broadcast station to be operated on 1606, 2074, 2102 and 2790 kc, A3 emission and power of 25 w. Amended to change frequencies from 1606, 2074, 2102 and 2790 to 1646, 2090, 2190 and 2830 kc.

Video

WCBS-TV New York—CP to install new visual transmitter.

AM—1490 kc

Bradford Publications Inc. Bradford, Pa.—CP standard broadcast station to be operated on 1490 kc, 250 w and unlimited time. Amended to make changes in transmitting equipment.

Educational

The Board of Education of the City of Detroit, Detroit, Mich., (WDTR)—Modification of CP to make changes in antenna system and specify type of transmitter. Amended to change type of transmitter.

AM—1240 kc

News Publishing Co. Charlotte, N. C.—CP new standard broadcast station to be operated on 1400 kc, 250 w, unlimited time. Amended to change frequency from 1400 to 1240 kc and make changes in antenna and ground system. (Contingent on grant of WSOC.)

AM—1470 kc

KPLC Lake Charles, La.—CP to change frequency from 1490 to 1470 kc, increase power from 250 w to 1 kw, install new transmitter. Amended to change power from 1 kw to 1 kw night, 5 kw day, change DA from day and night use to night use only and change type transmitter.

AM—1450 kc

KFIZ Fond du Lac, Wis.—Voluntary assignment of license to KFIZ Bcstg. Co.

WEOA Evansville, Ind.—Voluntary assignment of license from Evansville on the Air Inc. to WFBM Inc.

AM—960 kc

Maricopa Bcstrs. Inc. Phoenix, Ariz.—CP new standard broadcast station to be operated on 960 kc, 5 kw, DA night, and unlimited time. Amended to make changes in DA pattern and make changes in ground system.

AM—740 kc

KSFO San Francisco, Calif.—CP to change frequency from 560 to 740 kc, increase power from 1 kw night, 5 kw day to 50 kw day and night, move transmitter location, install new equipment and DA for day and night use. Amended to make changes in DA pattern, changes in ground system and change transmitter location.

Applications Tendered for Filing:

AM—890 kc

Rutherford County Bcstg. Corp., Forest City, N. C.—CP new standard broadcast station to be operated on 890 kc, 1 kw and daytime hours of operation.

AM—790 kc

East Tennessee Bcstg. Co., Johnson City, Tenn.—CP new standard broadcast station to be operated on 790 kc, 1 kw and daytime hours of operation.

AM—960 kc

WSBT South Bend, Ind.—CP to make changes in DA system, operating on 5 kw, unlimited time and DA.

AM—1230 kc

KVNU Logan, Utah—Consent to transfer of control to Herschel Bullen, Reed Bullen, Helen Bullen, Herschel Keith Bullen, T. H. Bullen, Logan, Utah and Dan B. Shields, Salt Lake City, Utah.

Modification of CP

WIUV Madison, Wis.—Modification of CP to change type of transmitter and to make changes in antenna system.

AM—1230 kc

Chet L. Gonce, tr as The Voice of Reno, Reno, Nev.—CP for new standard broadcast station to be operated on 1230 kc, 250 w unlimited time.

Applications Tendered for Filing:

AM—1230 kc

Northeast Radio Inc., Lawrence, Mass.—CP for a new standard broadcast station to be operated on 1210 kc, 1 kw, DA daytime only.

AM—1540 kc

Dale S. Crowley, Washington, D. C.—CP for a new standard broadcast station to be operated on 1540 kc, 1 kw, daytime only.

AM—1450 kc

WJXN Jackson, Miss.—CP to change frequency from 1490 to 1450 kc when WSLI vacates 1450 kc.

OCTOBER 3

AM—910 kc

WKNB New Britain, Conn.—CP to change frequency from 840 to 910 kc, increase power from 1 kw to 5 kw, change hours of operation from daytime to unlimited time, change type of transmitter, install DA for day and night use and change transmitter location.

AM—1230 kc

Richard Field Lewis Jr. and Winslow T. Porter, a partnership d/b as Berkshire Bcstg. Co., North Adams, Mass.—CP for a new standard broadcast station to be operated on 1230 kc, 250 w unlimited time.

AM—1240 kc

WGBB Freeport, N. Y.—CP to install new vertical antenna (with FM antenna mounted on top) and ground system. Amended to make changes in antenna. (1240 kc.)

AM—1450 kc

WHDL Town of Allegany, N. Y.—CP to install new transmitter.

WKNX Saginaw, Mich.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter, for approval of transmitter location and specify studio location.

AM—790 kc

WTAR Norfolk, Va.—CP to make changes in DA and mount FM antenna on top of tower 3.

AM—1450 kc

KWHW Altus, Okla.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna and approval of transmitter location.

AM—780 kc

KSPI Stillwater, Okla.—Modification of CP (which authorized a new standard broadcast station) to change frequency from 840 to 780 kc.

AM—1230 kc

WMFR High Point, N. C.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1490 kc

WTOM Bloomington, Ind.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

AM—1450 kc

WDLB Marshfield, Wis.—Modification of CP (as modified which authorized a new standard broadcast station) to install a new vertical antenna, mount FM antenna on top of AM tower and to change studio location.

AM—1390 kc

KCBC Des Moines, Ia.—Modification of CP (which authorized a new standard broadcast station) to change type of transmitter.

AM—1240 kc

KWIL Albany, Ore.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1450 kc

KTIP Portersville, Calif.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

AM—1490 kc

KAFY Bakersfield, Calif.—Modification of CP (which authorized a new

(Continued on page 106)

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know
select
630 KC. CKRC 5KW. SOON
REPRESENTATIVE - WEED & CO.

AND WHAT A MARKET!

Peak population with pockets bulging with cash—that's the market you buy when you sign a WAIR contract. Industrially, commercially and agriculturally, the WAIR market is big and rich and responsive.

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

ARE YOU MOVING?

WE'D like to move with you. Please tell us three weeks in advance your new address. You'll not miss an issue of . . . . .

BROADCASTING
TELECASTING

Medals!

Some of the boys in the Rambeau organization came back from the war wearing real medals and we are justly proud of them and their decorations. So when one of our station managers wants to pin a decoration on us, we know he doesn't mean the same kind of medal and we admit that he may be half kidding with his talk of gold medals. But we hope you will pardon us for feeling a little rosy glow when Mr. Station Manager pins a decoration on us for service to his advertisers because we do kind of specialize in taking care of old customers.

Here are the thoughts of one station man on sales and service:

"I should think some of the agencies would give you a gold medal for service. You already have our medal for sales."

Another one wrote:

"The most outstanding quality the Rambeau organization possesses is the high valuation they place on old customers. Their record of renewals averages 72% against the station's 43%."

We like that because if we all took a little better care of our old customers, we would not have so much need to scramble for new ones.

Are your spot customers getting the kind of service you would like to give them—or should you be

REPRESENTED BY
RAMBEAU
☆
RADIO'S FIRST SPECIAL REPRESENTATIVES

FCC GRANTS CHANGE IN WSM'S LICENSEE

LICENSE ASSIGNMENT of WSM Nashville, 50-kw clear channel station on 650 kc, from National Life & Accident Insurance Co. to a wholly owned subsidiary, WSM Inc., was approved by FCC last Monday. WSM-FM and relay station operations of the company also are involved.

Authorization came in approval of WSM's petition to amend the FCC-questioned rental clauses of the 15-year lease agreement [BROADCASTING, Aug. 26] and then to grant the application, which has been pending since February 1945. The application had been set for hearing on issues relating to the original plan for WSM Inc. to pay the insurance company $100,000 a year rental, plus part of net profits.

The amendment cut the rental provision to $50,000 a year, leaving the percentage-of-profits payments substantially unchanged. The insurance company would receive nothing on the first $50,000 (net, after rental but before federal taxes), 50% of the next $50,000, 60% on the next, 70% on the next, 80% on the next, and 90% on all additional.

The new radio subsidiary is headed by Edwin W. Craig, president of the insurance company. Harry Stone is vice president and general manager. Other officers: E. B. Stevenson, executive vice president of the insurance firm, vice president; J. E. Wills, vice president of the parent company, secretary-treasurer.

Lie Commends WWRL For Housing Assistance

WWRL New York last week received a letter from Trygve Lie, Secretary General of the UN, in which he expressed his appreciation to the station for its "personal assistance" and "active interest" in the UN's search to obtain housing accommodations for UN personnel at Lake Success, L. I., N. Y.

In a letter to Fred Barr, WWRL program director, Mr. Lie stated: "In response to the appeals broadcast from your station, the citizens of Long Island have been most generous in offering accommodations in their homes for individuals associated with the UN."

Lineup Being Set

LINEUPS for two-hour Thanksgiving and Christmas Elgin Watch Co. programs on CBS include Don Ameche as m.c. and Ken Carpenter as announcer. J. Walter Thompson Co., handling account, also stated that talent to date includes following: Thanksgiving—Jimmy Durante, Gary Moore, Lauritz Melchior, Red Skelton, Jack Benny, Lou Silvers and orchestra; Christmas—Bob Hope, Edgar Bergen and Charlie McCarthy, Cass Daley, Lou Silvers and orchestra.

Television Stations

(*Continued from page 20*)

(WNBT Continued)

with live studio productions, $75. Charges for talent, settings, preparation of live and film programs, etc., on request.

Operating Schedule: Regularly six days a week, currently 18 to 34 hours depending on special event pickups.

* * *

WPTZ PHILADELPHIA

Owned and operated by Philco Corp. Channel 3, 60-66 mc. Offices: Tioga and C Sts. Studio: 24th floor, Architects Bldg. Transmitter: Wyndmoor, at northwest edge of city, eight miles from studio. *Personnel:* Ernest B. Loveman, vice president, television broadcasting division; F. J. Bingley, chief television engineer; Paul Knight, program manager; Clarence Thoman, director of special events; W. W. Merkle, operations manager; Rolland V. Tooke, commercial manager.

Facilities: Studio space includes two main playing stages, each approximately 12 x 28 ft., each stage having been used for as many as three sets simultaneously. Equipment includes two cameras, both mounted on dollies; complete control equipment for lap dissolves and superimposition; centralized program director's console from which a studio program can be directed and monitored; complete titling equipment, both flipboard and roll titles. Motion picture studio (at transmitter) has two 35 mm and one 16 mm sound projectors, one combination transparent and opaque projector. Remote truck with transmitter, control and monitoring apparatus, two image orthicon cameras, camera platforms.

Philco also operates a radio relay system between New York and Philadelphia, with an intermediate relay station at Mt. Rose, N. J., by which WPTZ rebroadcasts programs originating in New York.

Charges: Studio air time, $180 per half-hour. Rehearsal time, $50 an hour. Production, basic scenery and flaps provided at no extra cost; special scenery, props, effects, etc., will be provided at cost if desired. Film studio air time, $85 per half-hour. Film clips with studio show, $25 added to studio charge. Rehearsal time, usually no charge; if announcer rehearsal required there may be a charge. No production charge. Remote pickup telecasts: Charges on request.

Operating Schedule: 8 to 15 hours a week, depending on special events.

WPTZ Current Commercial Schedule:

Advertiser	Program	Agency
Gimbel Bros.	*All Eyes on Gimbels*	Direct
Sears Roebuck & Co.	*Sears Telequiz*	Direct
Atlantic Refining Co.	Football games	N. W. Ayer & Son
Waltham Watch Co.	Time signals	N. W. Ayer & Son
Elgin National Watch Co.	Time signals	J. Walter Thompson Co.
American Broadcasting Co.	Experimental programs, some for ABC clients	.....

* * *

WRGB SCHENECTADY

Owned and operated by General Electric Co. Channel 4, 66-72 mc. Studios and offices: 60 Washington Ave. Transmitter: Helderberg Mt. *Personnel:* Robert S. Peare, vice president in charge of broadcasting; G. Emerson Markham, manager, broadcasting division; W. J. Purcell, chief broadcasting engineer; Helen Rhodes, acting program director, WRGB. Staff totals 30 full time employes.

Facilities: Studio, 42 x 70 ft., is air conditioned, sound proofed, has water-cooled mercury vapor lights. Equipment includes three cameras, all mounted on dollies, on studio floor; two cameras in film studio, which has two 35 mm and one 16 mm projectors, also a slide projector. GE also operates a relay station four miles north of Hillsdale, N. Y., by which programs originating at WNBT New York are brought to WRGB for rebroadcast. A microwave relay network between New York and Schenectady along the Hudson River will be constructed as soon as materials are available.

Charges: Although WRGB is licensed for commercial operation, it has never sold time nor established rates, preferring to work with advertisers and program producers experimentally and offering its facilities for such use without charge.

Among the companies which have telecast programs on WRGB are: Procter & Gamble Co., Hamilton Watch Co., Wildroot Co., E. I. duPont de Nemours & Co., Gimbel Bros., Alexander Smith & Sons Carpet Co., Can Manufacturers Institute, Socony-Vacuum Oil Co., B. F. Goodrich Co.

Operating Schedule: About 12 hours a week, varying with special events.

* * *

WBKB CHICAGO

Owned and operated by Balaban and Katz Inc. Channel 4, 66-72 mc. Studio and transmitter in State-Lake Bldg. *Personnel:* Capt. William C. Eddy (USN ret.), director; Archibald A. Brolly, chief en-

WBKB CHICAGO (Continued)

gineer; H. Warren Jones, production manager; Reinald Werrenrath Jr., sales manager; Lewis Drake Gomavitz, studio manager. Staff totals 56.

Facilities: Studio has 2,000 sq. ft. floor space, is equipped with two studio iconoscope cameras, eight microphones. Remote equipment includes two image orthicon cameras.

Rates include full use of existing studio and assigned station facilities, necessary staff and technical direction. Costs include camera rehearsal time in ratio of 2-1; excess rehearsal to 4-1 at $25 an hour, over 4-1 at $75 an hour. Spot rehearsal charge at $15 a half-hour. Minimum contract, 13 weeks; maximum contract, 26 weeks, at these rates. Single non-contract broadcasts, double quoted rates. Time charges subject to agency discount; rehearsal charges are not discountable.

Operating Schedule: 13 hours a week.

WBKB Charges: Scaled to number of sets in use in the station area, as follows:

	0-1,000 sets	1,000 to 5,000 sets	5,000 to 15,000 sets	15,000 to 25,000 sets	25,000 to 35,000 sets	Over 35,000 sets
LIVE SHOWS						
1 hr.	$100	$200	$375	$500	$800	$1,000
½ hr.	60	120	210	375	525	600
¼ hr.	40	80	140	200	320	400
FILM						
½ hr.	$ 50	$ 75	$125	$200	$300	$ 500
¼ hr.	30	50	75	130	175	250
SPOTS						
Film	$ 20	$ 25	$ 30	$ 35	$ 35	$ 40
Live	30	35	40	45	50	60

WBKB Current Commercial Schedule:

Advertiser	Program	Agency
Commonwealth Edison Co.	*Telequizzicals*	.....
Fair Store	*Tele-Chats*	.....
Marshall Field	.....	.....
Cutter Cravat Co.	*Human Interest in the News*	.....
Elgin National Watch Co.	Time signals	J. Walter Thompson Co.
Ford Motor Co.	Northwestern U. football games	J. Walter Thompson Co.
American Broadcasting Co.	Various studio programs and special events, some for ABC clients	.....

* * *

W6XYZ HOLLYWOOD

Owned and operated by Television Productions Inc., subsidiary of Paramount Pictures Inc. Channel 5, 76-82 mc. 5451 Marathon St.; transmitter on Mt. Wilson. *Personnel:* Paul Raibourn, president; Y. Frank Freeman, vice president; Bernard Goodwin, vice president; Klaus Landsberg, station manager. Staff totals 35.

Facilities: Two studios, 60 x 80 ft. and 25 x 30 ft., with third to be completed by end of October. Equipment includes eight cameras, four for field use and two film cameras; several image orthicon cameras on order; delivery awaited.

Charges: With experimental license, station does not sell time, has permitted advertisers to use facilities gratis, including: Parmalee Dohrman Co., J. W. Robinson Co., Schwabacher Frey Co., Owl-Sontag Drug Stores, Sears Roebuck Co., May Co., Barker Bros., Broadway Dept. Store, Thrifty Drug Stores, Ford Motor Co., Shell Oil Co., California Wine Institute, Calavo Growers Assn., Safeway Food Stores, Desert Grapefruit.

Operating Schedule: Six to 10 hours a week, plans to increase to 15.

* * *

W6XAO HOLLYWOOD

Owned and operated by Don Lee Broadcasting System. Channel 2, 54-60 mc. Studios and transmitter located atop Mt. Lee. *Personnel:* Lewis Allen Weiss, vice president; Harry R. Lubcke, director of television. Staff totals 40.

Facilities: Three studios: 100 x 60 ft., 46 x 26 ft., 20 x 35 ft. Equipment includes two orthicon and two iconoscope cameras, one of which is for film.

Charges: Experimental license, does not sell time, offers facilities without charge to such advertisers as Safeway Stores, American Airlines, Pan-American Airlines, TWA, Western Airlines.

Operating Schedule: Three and a half hours weekly, with more time when special events develop. When commercial license received will expand.

* * *

ABC VIDEO

American Broadcasting Co., inDuring 1946 ABC has produced anticipation of its own video sta-programs on a production fee basis tion operations, has made arrange-for United States Rubber Co., ments to produce television pro-Chevrolet Motor Division of Gengrams for telecasting on WABDeral Motors, Adler Shoe Co., EsWRGB WPTZ WBKB W3XWT.mond Mills, A. E. Rittenhouse Co., Berkray Corp., Alexander Stores.

Personnel: Paul Mowrey, national director of television; Harvey Marlowe, executive producer-director.

NARNE Meeting Set in Cleveland

First Radio News Editors Conference Oct. 24-26

FIRST GENERAL meeting of the newly-organized National Assn. of Radio News Editors (NARNE) will be held in Cleveland, Oct. 24-26, John F. Hogan, news editor of WCSH Portland, Me., acting director, announced last week. Approximately 100 delegates are expected, said Mr. Hogan.

Although the three-day session will be concerned chiefly with formal organization several round-table discussions have been scheduled by Sig Mickelson, news editor of WCCO Minneapolis, in charge of the convention program. Panels have been arranged on these subjects: News gathering and coverage, writing and building news programs, personnel problems and newsroom management, special events techniques, research in news broadcasting, training for news, and the FCC Blue Book rulings on news.

Cleveland Stations Hosts

The news departments of Cleveland's four stations will be hosts to the visitors. Edward Wallace, news director of WTAM, will be chairman of the convention committee in charge of local arrangements. On his committee are Charles Day, WGAR; Bruce McDonald, WJW; Glen Whistler, WHK.

Hotel accommodations have been reserved at the Allerton Hotel, where the Oct. 25 session will be held. Delegates will register Oct. 24 at the studios of WTAM, after which WJW will sponsor a welcoming luncheon. Final-day sessions will be held at WHK studios.

Organized last spring by Mr. Hogan, NARNE now has 200 members, he said. An advisory council, headed by John Murphy, news editor of WCKY Cincinnati, will present a proposed constitution for ratification. A permanent board of directors will be elected.

MBS Series Dropped

BORDEN Co., New York (Horton's ice cream), Oct. 7 discontinues sponsorship of *Bulldog Drummond* on WOR New York and on Oct. 14 the Lewis Howe Co., St. Louis (Nature's Remedy), discontinues sponsorship of that program on rest of MBS stations throughout country. Program will continue as sustainer both on WOR and MBS. Agency for Borden is Young & Rubicam, New York, while Roche, Williams & Cleary, New York, handles Lewis Howe account.

Medals!

To those sister-stations, WNAB, Bridgeport and WATR, Waterbury, for a merchandising set-up that really does a job. Nice work, Mr. Cox!

To WLAU, Laurel Mississippi, for joining those other Mississippi stations — WGRM, WMIS and WJXN — on the RAMBEAU list. Okay, Hugh Smith!

To WJTN, Jamestown, N.Y. and Si Goldman, for adding sound merchandising cooperation to the kind of Hooperatings you time buyers dream about!

To Jerry Akers for putting KSAN on the map in San Francisco as the Bay Area sweet and swing music, and spot news station. Keep swingin', Jerry!

To The National Association of Broadcasters for enrolling Radio's First Special Representative as an associate member. Yessir, that's us!

To KFWB, Los Angeles for the Drew Pearson program plus the Chesterfield daily ABC Roundup. Nice going, Harry Maizlish!

REPRESENTED BY
RAMBEAU
☆
RADIO'S FIRST SPECIAL REPRESENTATIVES

JANUARY, 1, 1947

WOC goes basic NBC

5000 Watts, full time

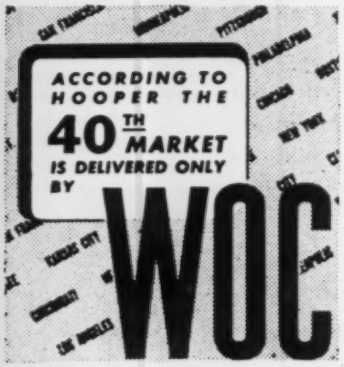
1420 Kilocycles

---for the

QUAD Cities

(DAVENPORT, ROCK ISLAND MOLINE, E. MOLINE)

Since 1943, Hooper surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.



DAVENPORT, IOWA

B. J. PALMER, President

BURYL LOTTRIDGE, Manager

5000 WATTS—1420 Kc.

FREE & PETERS, INC., National Representatives

ANA

(*Continued from page 15*)

sold on the merits of capitalism and democracy—the American way of life—as well as its primary job of selling the goods and services of American industry. W. B. Potter of Eastman Kodak Co. was chairman of the convention program committee. Total registration was approximately 500, including agency and media guests as well as ANA members.

Lanham Act

The registration of such radio identifications as the "cackle of Dagwood Bumstead" or the individual sign-on and sign-off expressions of commentators with the United States Patent Office will presumably be permitted under the Lanham Act when it becomes effective, July 5, 1947 [BROADCASTING, July 22], Casper W. Ooms, U. S. Commissioner of Patents, told the opening meeting of the ANA conference last Monday morning.

In an explanation of the Act, which he said provides a "statute under which the trade-mark laws of this country will probably be administered for a half century to come," Mr. Ooms described as one of the Act's distinctive features the provision for the registration of "service marks."

"While ordinarily these marks are thought to be the marks used by the operator of a service establishment such as a laundry or a hotel," he said, "the definition of the term service mark is so broad in the statute that it apparently includes the identifying devices of radio commentators, actors, advertising writers, airplane operators, and many similar and even dissimilar enterprises. The statute apparently not only recognizes in the category of service marks such devices as may be represented by what we call the graphic arts, but 'distinctive features of radio or other advertising.'

"I somewhat tremble," Mr. Ooms went on, "when I think of what we shall do when somebody attempts to register the cackle of Dagwood Bumstead under this provision of the law. In all seriousness, it apparently can be done. (I recognize that it is somewhat of a hazard to make a suggestion of that kind to the ingenious minds gathered here, as I am sure it will be reflected in some novel problems of registration under the Act. If that, however, is the result and the business community finds an opportunity within the Act for expression of our services in the Patent Office, we shall be only too quick to respond.)"

This willingness of the Patent Office to administer its duties in accordance with the needs of business was stressed again and again by Mr. Ooms in his address. Calling the Lanham Act "legislation inspired and drafted by the business community most vitally interested in trade-marks," he said that the Patent Office, in carrying out the Act's provisions, would call on business for advice. "We should make and dispense only that kind of public service that you need and we are going to ask you to tell us what under this Act you do need," he declared.

Cooperation between business and Government was also the theme of Lowell Mason, member of the Federal Trade Commission. He discussed President Truman's plan for reorganizing FTC procedure so that industry-wide conferences on common bad business practices, as defined by the FTC, would replace prosecution of individual companies. Under the Truman plan, Mr. Mason said, the FTC starts with a survey of bad business habits.

"Then, when we determine that there are enough bad business habits in that industry to warrant the calling of a trade practice conference, we send out an invitation to you gentlemen in your own respective industries to come down to Washington and discuss the drafting of rules in your own language to apply to those things which you yourselves would like to get rid of, and would accept for the competitive situation."

Fear that radio costs might rise even higher than the 42% increase in advertising costs generally that had been cited at an earlier session of the convention, with a resultant

(*Continued on page 108*)

FCC Actions

(*Continued from page 104*)

standard broadcast station) to change type of transmitter.

Applications Dismissed:

AM—950 kc

KSEL Lubbock, Tex.—Modification of CP (which authorized a new standard broadcast station) to make changes in antenna, ground system and transmitting equipment. Request of attorney.

AM—1400 kc

Radio Austin Inc., Austin, Minn.—CP for a new standard broadcast station to be operated on 1400 kc, 100 w, unlimited time. Request of applicant.

AM—550 kc

WGR Buffalo, N. Y.—License to operate auxiliary transmitter of station on a regular basis. Request of attorney.

Applications Tendered for Filing:

KMPC Los Angeles—CP to change DA from day and night to night only.

Kitsap G.I. Broadcasters Inc., Bremerton, Wash.—CP for a new standard broadcast station to be operated on 1560 kc, 500 w night, 1 kw day and unlimited time.

Air Waves Inc., Jamestown, N. Y.—CP for a new standard broadcast station to be operated on 1470 kc, 1 kw, daytime only.

Frank W. Wagner, Blackstone, Va.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w unlimited time.

Mrs. Agnes Jane Reeves Greer, Dover, O.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w, unlimited time.

Blackstone Bcstg. Co. Inc., Tyler, Tex.—CP for a new standard broadcast station to be operated on 890 kc, 250 w, daytime only.

Chippewa Valley Radio and Television Corp., Eau Claire, Wis.—CP for a new standard broadcast station to be operated on 580 kc, 1 kw night, DA and unlimited time.

Continental Bcstg. Co., Atlantic, Ia.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w, unlimited time.

OFFICERS ELECTED BY ANA

Messrs. Brown, Young, West

THOMAS H. YOUNG, director of advertising, U. S. Rubber Co., was elected president of the Assn. of National Advertisers for the coming year at the business session of the 37th annual ANA meeting.

Mr. Connolly

William N. Connolly, advertising manager, S. C. Johnson & Sons, was reelected a vice chairman, and Robert B. Brown, vice president, Bristol-Myers Co., was also elected vice chairman. Paul B. West was reelected president and Edward T. Batchelder was reelected secretary.

New directors elected were Paul S. Ellison, director of public relations, Sylvania Electric Products, last year's chairman; Marshall Adams, advertising and sales promotion manager, Mullins Mfg. Co.; Val Schmitz, advertising manager, F. & M. Schaefer Brewing Co.; H. M. Shackelford, vice president and sales promotion manager, Johns-Manville Co.; Albert Brown, director of advertising and merchandising, Best Foods, former ANA treasurer. Treasurer for the coming year will be elected at the next ANA board meeting.

Poppele

(*Continued from page 13*)

it starts rolling commercially across the nation.

Those who are today pouring venture capital in television will, of course, be the first to cash in. They stand no risk. Black and white television will always be with us, no matter what! Network facilities to tie the East and West Coasts into a gigantic web are so far advanced, regional and national chain operations should be in force well before 1950. The demand for television receivers everywhere in the country is so great, a million viewers — and more — are assured just as quickly as the sets leave manufacturing plants and are rushed to dealers.

Advertisers in ever-increasing numbers are flocking to this new medium, fascinated by its limitless possibilities—and big fellows, too: Standard Brands, Lever Bros., Ford Motor Co., Firestone, Goodyear and U.S. Rubber, Bulova, Waltham and Elgin Watch companies, Borden's, Botany, Gillette, Bristol-Myers and others who have poured millions into radio advertising and certainly are no slouches when it comes to spending dough-re-me on national campaigns.

They are using television today —despite the comparatively small audience—because they know that their future is wound up in this immensely popular new industry and they are eager to be ground floor tenants. The mere fact that these top advertisers are in television today is a direct refutation of the contention in some quarters that the advertiser will never foot television's bill!

Hence, it has been puzzling to me to see so many radio broadcasters hesitate before entering television. Admittedly, initial costs appear steep, but with ample indications that the "pay-off" will come reasonably soon (some say two years, others a few more) it is surprising to observe the hesitancy. I may be wrong but there is likely to be a lot of wailing in a few years when the so-called "smart boys" discover that outsiders have absorbed available channels in their prized territories.

The Second Television Conference & Exhibition of the Television Broadcasters Association, which is to take place at the Waldorf-Astoria on Thursday and Friday, Oct. 10-11, will provide conclusive evidence that commercial television is a going concern; that new receivers are rolling off production lines and that the new industry is in full blossom. Doubters are respectfully invited to attend all conference sessions and visit the Exhibition. Rail and plane reservations to the FCC office in Washington to file new television station applications can be made directly from the Waldorf. See you there!

SCHEDULE OF TELECASTS

[All programs originating at the Conference will be televised over WNBT (NBC) and WABD (Du Mont) New York City; WRGB (GE) Schenectady; WPTZ (Philco) Philadelphia and WTTG (Du Mont) Washington, D. C.]

THURSDAY, OCT. 10

9:30 a.m.—Telecast of guests arriving to attend Second Television Conference.
10:00 a.m.—Telecast of entire morning session in Main Ballroom, Waldorf Astoria.
12:15 p.m.—Film televised to receivers in exhibit rooms.
12:20 p.m.—Telecast saluting Conference direct from Washington, D. C. via coaxial cable.
1:30 p.m.—Telecast of Conference Luncheon. Salute to United Nations. Benjamin Cohen, Secretary-General of UN, guest speaker.
2:15: p.m.—Salute to Conference from Du Mont Television Station WABD.
2:45 p.m.—Regular television programming from studio.
8:15 p.m.—Telecast of Conference Banquet, Main Ballroom of Waldorf. Presentation of Annual TBA Awards of Merit.
10:00 p.m.—Film televised to Conference from New York stations.

FRIDAY, OCT. 11

10:00 a.m.—Telecast of entire morning session in Main Ballroom, Waldorf-Astoria
12:15 p.m.—Film televised to exhibits.
12:20 p.m.—Telecast saluting Conference direct from Washington via coaxial Cable.
1:30 p.m.—Telecast of Conference Luncheon
2:30 p.m.—Regular television programming from studios.
7:30 p.m.—Pickup from exhibit Rooms at Conference showing new receivers.
8:00 p.m.—Regular television programming from studios.

Video Index

Poppele Greets TBA Delegates 13
550 Registered 13
Austrian Statement 13
TBA Program of Events 14
Bristol-Myers Set on TV By J. M. Allen 16
New York Video Audience By Donald Horton 16
ABC Learns Hard Way By Paul Mowrey 17
Art Men See New Role 17
Tele Can Get to Work By Burke Crotty 18
Television in Business 20
U. S. Rubber Learns TV By C. J. Durban 23
NRI Prepared for Video By Arthur C. Nielsen 26
20,000 Sets for Christmas 28
Tele Must Beware 32
Air-Press Methods 36
Equipment Manufacture 38
Commercial Outlets 39
Video Applications 39
NBC Leads in Net Plans 42
BBC Sees New Medium 45
Delegates to TBA 46
Advertiser Tried Everything By Adrien B. Rodner 49
TV Potent Power By Leonard F. Cramer 54
Television Is Here—Editorial 62
Respects to Mr. Kersta 62
WABD Video Premium 74
Canadians Take TV Cues 96
UST Corp. Delivers Sets 96
Listener Tele Reaction 97
KSD All Out for Video 98
TV Is Effective in Class 100
Schedule of Telecasts 107
Du Mont in Cleveland 114

NORTH CAROLINIANS TO MEET OCT. 11-12

MORE THAN 100 from North Carolina's 35 stations will meet at the Washington Duke Hotel, Durham, Oct. 11-12 for the annual convention of the North Carolina Assn. of Broadcasters.

A. D. Willard Jr., NAB executive vice president, will speak at the Oct. 11 morning session on "Problems Confronting the Broadcaster." Richard P. Doherty, NAB director of Employe-Employer Relations, will discuss his department and conduct a round-table on labor relations Friday afternoon.

New officers will be elected to succeed these, now serving: J. Frank Jarman, WDNC, president; Richard A. Dunlea, WMFD Wilmington, vice president; Harold Essex, WSJS Winston-Salem, secretary-treasurer.

ABC Continues Show

ABC and television station WBKB Chicago last week completed negotiations to continue weekly Friday night telecasts of *Stump the Authors* for four more weeks effective Oct. 4. ABC recently commenced a regular Tuesday night half-hour film telecast on WBKB for sponsorship by U. S. Rubber Co., through Campbell Ewald Co.

Guenther Named

WILFRED GUENTHER, recently released from the Navy as a lieutenant commander and prior to that with WLW Cincinnati since 1938 in a number of executive positions, has been appointed station relations manager of Crosley Broadcasting Corp. and acting manager of Crosley's FM station in Cincinnati.

NABET Turned Down

NATIONAL Labor Relations Board announced last week it had dismissed petition of National Association of Broadcast Engineers and Technicians for certification at WDAN Danville, Ill. NLRB said NABET has had a contract with the station owners since 1944, but requested NLRB investigation and certification three days after contract renewal May 11 of this year. IBEW asked dismissal of petition.

WIRE Drops Attempts To Increase to 50 kw

FIVE-YEAR-OLD effort by WIRE Indianapolis to change from 1430 to 1190 kc and increase power from 5 to 50 kw, was dropped last week when the FCC granted WIRE's request for dismissal of its application without prejudice.

WOWO Fort Wayne, Ind., now on 1190 kc and also seeking since 1941 to increase to 50 kw from its present 10 kw, had been designated for consolidated hearing with WIRE. Three other applicants—WLIB New York seeking increase on 1190 kc to 10 kw fulltime from present 1-kw limited-time operation; Suburban Broadcasting Co., for Framingham, Mass., and Scenic City Broadcast Co., for Middleton, R.I—were later added to the hearing [BROADCASTING, Sept. 2].

ABC WILL TELECAST IN DETROIT BY JUNE

"ABC WILL be producing live television shows over its Detroit outlet next June," Paul Mowrey, ABC's national director of television, announced last week. "We expect to be the first video broadcaster on the air in this area," he added.

The company's plans call for two large downtown studios with a transmitter located on a 22-acre clearing at Joy Road and Greenfield in suburban Detroit. The FCC has already issued a construction permit for an ABC television station in Detroit.

John Pival, now tele-reel and wire-recorder producer of WXYZ, ABC station in Detroit, has been named to fill the post of coordinator of special events for television in the Detroit area.

ABC has pioneered television in Detroit. One of ABC's most important sponsors, Chevrolet Division of General Motors, is headquartered in the city. In addition, last spring ABC filmed the automotive Golden Jubilee and during the Labor Day weekend filmed the Gold Cup, international speed boat race in Detroit's harbor.

SEARS TO MAINTAIN LOCALIZED POLICY

ALTHOUGH Sears, Roebuck & Co., Chicago, thinks the purchase of time on WPTZ Philadelphia television station is fine, the home office still hasn't changed its present policy concerning radio.

A. W. Offiel, media director for the huge mail order and department store chain, said all media advertising will continue to be bought direct by individual stores.

"We handle all advertising on a de-centralized basis because we believe individual stores understand local problems far better than we do," he declared.

Sears last year spent $14,000,000 for all advertising media, of which 3% was devoted to radio.

The only
New Orleans Station
using all these means
to build Listenership
continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks Turn first to-

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by
The Katz Agency, Inc.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina
5000 watts day, 1000 watts night, 950 Kc. Rep. by Hollingbery
CBS STATION FOR THE SPARTANBURG-GREENVILLE MARKET

ANA

(*Continued from page 106*)

tendency to substitute other media for radio, was expressed during an informal discusson of the impending negotiations between the networks and the American Federation of Radio Artists for new contracts that was part of the Monday evening meeting of the ANA Radio Council.

United Front Urged

Other speakers at the closed session urged sponsors to stand together in impressing upon network executives and upon advertising agency representatives sitting in on the AFRA negotiations the need for holding talent costs down if radio is to continue to be a profitable advertising investment. Meeting, however, took no formal action nor even expressed any group opinion on the matter.

Meeting was described as a "review session" by Donavan Stetler, advertising manager of Standard Brands and chairman of the ANA Radio Committee, who conducted the 90-minute session in the absence of Robert D. Elder, Lever Bros. vice president and head of the executive committee of the Council. He reported to the group on the status of the Council, which, he said, has progressed little since its formation a year ago, but expressed the belief that following the appointment of an executive director, expected to be announced shortly, the Council would really begin to function. The director's job will be to keep himself and the ANA members informed of technical, labor Government and other developments affecting radio and its use as an advertising medium.

Paul West, ANA president, reported briefly on the dissolution of the Cooperative Analysis of Broadcasting and the cessation of its measurements of radio audiences.

Discussion of radio labor matters included a report by Sherman Gregory, radio director of Schenley Distillers Corp., that an attempt to re-record a musical spot announcement from 33 rpm to 78 rpm for use in supermarkets stores radio systems had been halted by an AFM edict forbidding the re-recording and insisting that the store discs be made fresh with live musicians.

Tuesday Morning

Tuesday morning session was devoted to the functions of advertising in keeping alive the American system of private competitive enterprise. Howard Chase, director of public relations, General Foods Corp., chairman of the session, analyzed recent public opinion studies showing public beliefs that: "Big business is greedy and anti-social—not a good neighbor to have around," and that "prices and profits should be controlled by the Government."

Louis Ruthenburg, president, Servel Inc., described the successful use of advertising in reducing labor turnover during World War I and absenteeism during World War II, as well as the public relations work of the Evansville (Ind.) Cooperative League which has virtually eliminated work stoppages from labor disputes in that city. Don Belding, chairman of the board, Foote, Cone & Belding, wound up the morning session with a warning that supporting the Advertising Council is not enough and citing examples of individual ad-

Petrillo

(*Continued from page 15*)

ment has the power to prohibit even peaceful striking and picketing by enforcing the Sherman Anti-Trust Act, and thus is empowered to accomplish the same results constitutionally under a more specific statute such as the Lea Act.

Mr. Petrillo's arguments that a union has a legal right to procure employment for its members by make-work devices and featherbedding were denied by the Government which alleged that "self-interest is not a test of an individual's constitutional rights."

The music czar's claims that the Lea Act violates the 5th and 13th amendments to the Constitution were dismissed on the grounds that Petrillo has no constitutional right to direct and cause others (in this case AFM members) to discontinue or refuse employment. The brief also argued that Mr. Petrillo's allegations that the Government's Bill of Criminal Information charges "discontinuation of employment as a crime" also are in error and that the information only charges the musicians' chieftain with coercion in the employment of workers not required by directing AFM members employed by WAAF to effect a walkout.

Constitutionality of the Lea Act was defended on all counts in the Government brief which held that since radio is interstate it is within the jurisdiction of Congress under the Commerce clause. Mr. Petrillo's brief had argued that the statute is not a valid regulation under the clause, citing as arguments that Congress lacks authority to prohibit child labor and that Congress likewise lacked authority to regulate labor relations in the coal industry.

Tests on these points already have led to favorable decisions for the Government, the brief contended. Congress, the brief argued, has made it unlawful to force broadcasters against their wills to employ persons not needed but does not deny rights to strike or picket unless the purpose of such actions is unlawful. The strike against WAAF therefore, in the Government's opinion, was unlawful.

BROADCASTING MUST PAY

Stetler Says Advertisers Insist That Medium Brings Sales Results

By D. B. STETLER
Advertising Manager, Standard Brands
Chairman, ANA Radio Committee

RADIO, the glamor girl of the 30s, is growing up. For more than a few years we advertisers like all impressionable males, gazed enraptured and not too critically and wondered how any one could be so scrumptious and so desirable. And as the story book goes—we married the girl—confidently expecting that unlike us and all other things human she'd never lose that school girl complexion.

We've all been becoming increasingly and uneasily aware however for quite a time that the honeymoon is over—that what we've brought into our homes for better or for worse is just as cantankerous and annoying—just as extravagant and full of whims as the rest of them and in many ways more so.

Down to Earth

It's none too soon for radio to come down out of the clouds and take its legitimate and proper place alongside other advertising media —subject to the same critical and unemotional scrutiny—subject to the same careful analysis.

Radio has been and undoubtedly will continue to be one of the most effective ways of telling the story of our products to those who buy them, but its end purpose as far as we advertisers are concerned is to sell and nothing else.

Increasing talent and time costs, increasing competition for attention, the increasing shrillness, and the hundred and one other problems inherent in radio on the one hand, coupled with the increasing difficulties faced by management in making a legitimate profit, on the other hand, mean only one thing to those in charge of advertising—and the increasing difficulties faced by management in making a legitimate profit on the other hand mean only one thing to those in charge of advertising—and that is: From this point on we've got to be surer than ever before that we get full value received for every dollar we spend. If the time hasn't come it will soon when we won't be able to change the subject—Does It Pay?—by throwing everyone present into hysterical laughter over what Hubert So and So said last night when they hit him in the face with a custard pie.

That's why we in ANA are determined to make the ANA Radio Council work. Its primary purpose is to serve advertisers. In doing this it must of necessity serve our agencies, the medium and the talent we employ as well. That's why we are interested in BMB.

vertisers . . selling the American system on their own.

What the advertising agencies are doing to produce more effective advertising by selecting and training better people, collecting more accurate and useful facts, improving the taste of the copy and striving for a more sympathetic understanding of what advertising is and does, to paraphrase the words of John C. Cornelius, BBDO executive vice president and chairman of the session, was reported on during the Tuesday afternoon meeting conducted by the American Assn. of Advertising Agencies, first such agency session in ANA convention history.

Industry's Role

"This whole meeting has pointed up the new role of industry in society," Paul S. Ellison, director of public relations, Sylvania Electric Products, and retiring ANA chairman, said at the concluding session of the three-day meeting. "Through advertising we have always contributed to the informational content of media," he stated, pointing out in addition that "industry is becoming the creator of many of the media it uses. Industry creates and is held responsible for the content of its radio programs, of its films, of its graphic arts materials, of its educational brochures, of its employes publications, not to mention dealer, stockholder and consumer publications.

"All this emphasizes to me that we have a responsibility to people commensurate with our power—an obligation to help build a better America in which the ordinary guy achieves a sense of fulfillment, of dignity and happiness in life, including dignity and happiness in his job.

"We accept our responsibility by getting on his ground—by interesting ourselves in him and talking about his doubts and fears and aspirations—and about his contributions to society—his enterprise—his job. Surely, then, we need not sell a bill of goods—he will *buy* when he realizes that it is *his* enterprise that is affected."

Paul Hoffman, president, Studebaker Corp., and chairman, Committee for Economic Development, also stressed this idea in his address. Praising the "real contribution" of advertising toward winning the war, he told his audience, "You can render an even more vital service to the nation by contributing your talents to the battle for the preservation of a free capitalistic system and a free society here in America."

Adds 27 in Canada

EVERSHARP Inc. Oct 6 added 27 Canadian stations to outlets on which its *Take It Or Leave It* broadcast, Sun. 10-10:30 p. m. on CBS, is heard. The agency is The Blow Co. Program formerly was heard on only two Canadian stations.

FM Regular Grants Now 291; Conditionals Boosted to 539

REGULAR construction permits for new FM stations reached 291 last Monday with the conversion of 12 from conditional to full status by FCC, while conditional grants issued since last Oct. 8 were boosted from 536 to 539. Conditional grants yet to be accorded permanent rank total 248.

The three conditional grants, all subject to engineering conditions, were for Class B operations and all went to AM licensees: KCRA Sacramento, Calif., KXYZ Houston, WSLS Roanoke, Va.

The Commission, meeting Monday to make up for the session missed because of the Budget Bureau hearing the week before [BROADCASTING, Sept. 30], also announced regular Class B grants for eight applicants in lieu of previous conditional permits.

Two applications for Class B stations in San Diego, filed by Union Tribune Publishing Co. and Balboa Radio Corp., were designated for consolidated hearing. A petition filed by Arkansas-Oklahoma Broadcasting Corp., Fort Smith, Ark., opposing the Fort Smith FM grants issued May 16 to KWHN Broadcasting Co. and Southwestern Hotel Co., was dismissed.

Applicants granted regular construction permits were as follows, with AM affiliation indicated in parentheses. Power given is effective radiated power; antenna height is height above average terrain:

Radio Columbus Inc., Columbus, Ga.—Class B; 97.1 mc (channel 246); 10.4 kw; antenna 545 feet.

Troy Bcstg. Co. Inc. (WTRY), Troy, N. Y.—Class B; 102.3 mc (channel 272); 2.4 kw; antenna 1,090 feet.

Wooster Republican Printing Co., Wooster, Ohio—Class B; 97.9 mc (channel 250); 9.6 kw; antenna 300 feet.

Syracuse Bcstg. Corp., Syracuse, N. Y.—Class B; 92.7 mc (channel 224); 8.5 kw; antenna 690 feet.

Harrisburg Bcstg. Co. (WEBQ), Harrisburg, Ill.—Class B; 98.9 mc (channel 255); 32.7 kw; antenna 350 feet.

KFEQ Inc. (KFEQ), St. Joseph, Mo.—Class B; 94.7 mc (channel 234); 63 kw; antenna 550 feet.

Muskogee Bcstg. Co., Muskogee, Okla.—Class B; 92.1 mc (channel 221); 6.5 kw; antenna 320 feet.

Valley Bcstg. Co. (KUGN), Eugene, Ore.—Class B; 99.7 mc (channel 259); 8 kw; antenna 250 feet.

Radio Industries Broadcast Co. (WCAP), Asbury Park, N. J.—Class A; 107.1 mc (channel 296); 260 w; antenna 250 feet.

Ramon G. Patterson, et al. d/b as WAPO Bcstg. Service (WAPO), Chattanooga, Tenn.—Class A; 94.5 mc (channel 233); 37.2 kw; antenna 840 feet.

Commodore Bcstg. (WSOY), Decatur, Ill.—Class B; 98.7 mc (channel 254); 31.2 kw; antenna 460 feet.

News Examiner Co., Connersville, Ind.—Class B; 102.5 mc (channel 273); 6.5 kw; antenna 200 feet.

Regular permits in lieu of previous conditions (base call of FM station is call of AM affiliate unless otherwise noted):

WHBF-FM, Rock Island Bcstg. Co., Rock Island, Ill.—Class B; 100.7 mc (channel 264); 39 kw; antenna 385 feet.

WKIP-FM, Poughkeepsie Newspapers, Poughkeepsie, N. Y.—Class B; 103.3 mc (channel 278); 33.2 kw; antenna 395 feet.

WTSP-FM, Pinellas Bcstg. Co., St. Petersburg, Fla.—Class B; 92.1 mc (channel 221); 37 kw; antenna 430 feet.

WCAC-FM, Wilton E. Hall (WAIM), Anderson, S. C.—Class B; 103.5 mc (channel 278); 33.2 kw; antenna 395 feet.

WALA-FM, Pape Bcstg. Co., Mobile, Ala.—Class B; 102.1 mc (channel 271); 32.5 kw; antenna 510 feet.

WTAD-FM, Lee Bcstg. Inc., Quincy, Ill.—Class B; 98.1 mc (channel 251); 53 kw; antenna 880 feet.

WRAK-FM, WRAK Inc., Williamsport, Pa.—Class B; 92.5 mc (channel 223); 3.2 kw; antenna 1,270 feet.

KARM-FM, KARM The George Harm Station, Fresno, Calif.—Class B; 101.9 mc (channel 270); 24.5 kw; antenna 360 feet.

Miller

(*Continued on page 18*)

which the Postmaster General was told that the taste of pictures and jokes in the magazine was none of his business, so long as they were not obscene or did not contribute to crime or violence. He predicted the court "will tell Governmental critics of broadcasting programs the same thing when the issue is presented."

Mr. Miller reviewed in detail radio's wartime role in operational communications, maintenance of troop morale, intelligence activities and propaganda for the enemy.

Those who would have the Government take over major industries, arteries of transportation and media of communication "are just as much our enemies as are the armies whom you defeated," he said, adding that "they are more insidious and more vicious.

Criticism of Radio

"It behooves us to remember, therefore, that when we casually, or in irritation, criticize the 'singing commercials,' the 'soap operas' or other features of broadcasting and suggest that 'the Government' should prevent and correct such practices, we are playing into the hands of those whom I have described. We should demand as we have a right to demand that the broadcasters 'clean their own house' and improve the quality of their programs, just as we make similar demands on newspapers, magazines, motion pictures, doctors, lawyers, colleges, universities and churches.

"Who provides the funds which make possible the finest broadcasting programs in the world? The advertiser. This is even more true of broadcasting than of the newspapers and the magazines; because there are no subscription lists to support broadcasting.

"Would you want to trade our commercial supported broadcasting for the tax-supported mediocrity and Government slanted propaganda of other countries? Then don't let any enthusiastic officers get their hands on the contents of broadcasting programs. Government is like the proverbial camel, in this respect. It moves in, inch by inch. This has been the record of history."

ONCE ZBM takes a product on tour there's no relaxing. Even *Holiday* magazine says "Wide-awake Bermuda—tourist trade miraculously revived." That's one reason 60 local accounts started with ZBM in May—why 60 more joined since. ZBM's 250-watts is the only adequate radio coverage of 38,000 * Bermudians. Consequently they listen closely, respond keenly to the ABC, MBS and local shows carefully designed for Bermudians. Bermuda is leased to U. S. for 99 years. U. S. products and influence are growing. It's virtually untapped. A tidy little market spending 17 millions yearly for U. S. imports. For YOUR product?

* Including Kindley Field and U. S. Naval Base.

Only ZBM 250 WATTS Covers Bermuda

ABC • MBS

National Representatives

JOHN BLAIR — United States

HORACE STOVIN — Canada

The Voice of WLAW will blanket ALL New England

bringing greater listener enjoyment to more than 3 million people

WITH 50,000 WATTS ON 680 KILOCYCLES

NATIONAL REPRESENTATIVES: WEED & CO.

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY
WCAX
STATION IN VERMONT
1000 WATTS • FULL TIME

Covering
Ohio's 3rd Market
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

M.D.
"THE DOCTOR ON THE AIR"
★ Program spots, interviews
★ 5 and 15 minute features
★ Live or transcribed
FREDERIC DAMRAU, M.D.
247 Park Ave., New York, N. Y.
Wickersham 2-3638

Crotty

(*Continued from page 18*)

tional field equipment; in general, now that television is ready to go we intend to do even more.

With present facilities it has been possible to accomplish little other than the obvious but the time is at hand for imagination, program experimentation and above all more types of programs. In 1945 we brought one football game from out-of-town, Army-Navy; soon we hope to bring many. Last year WNBT was the only New York television station to broadcast football games: this year three New York stations will broadcast from the various stadiums (we did our first game in 1939).

The network of television is well on its way and with it will come naturally an expansion in field activities. Before long pick-ups from other cities will be as commonplace as a broadcast from the Polo Grounds and with this expansion of course will come a greater variety of programs. Visits to interesting spots and on-the-spot interviews will receive much more prominence than they have so far and they show great promise as television fare.

More Cameras

Our engineers are by no means satisfied with present equipment and are working on making it still smaller and more compact. With each reduction in size we can promise an increase in number and type of pickups. Truly mobile equipment will be with us some time in the not too distant future and the things to be done with it are at present almost beyond our imagination.

Directors in the field have waited long and patiently for these developments and through them we hope to make all programs as interesting as possible as conditions improve. For months they have dreamed of working most programs with more than two cameras and they are about to get their wish. Shortly, instead of having just enough cameras to do the job they will have sufficient to allow them to plan "picture shots" or special effect shots. Programs combining several sets of equipment and others still more elaborate tying in several remote places are all possible and soon to be seen.

In the coming year or two television commercials are bound to increase and with them a greater burden will be thrown on studio programming. Television will begin now to find and develop its own Bob Hopes, Crosbys and Bennys. Already such weekly programs are assuming somewhat the place they now hold in sound radio.

As this becomes more the general practice it is very doubtful whether any television station can devote an entire evening to boxing or an entire afternoon to horse racing, but that time is a long way off and for the present it is up to the field unit of each television station to broadcast the programs that catch the public eye and interest.

Audience Building

Field units are today's showcase of television and through them we will build an audience in city after city as the industry expands and as networking develops. After that period is over, field programming in television will not slide into the secondary position it holds in radio, but will rather assume the importance it demands in this new medium for this is pure, unadulterated television.

In the ensuing months promoters and managers will see television contribute in building huge gates and in sustaining interest in their behalf as it introduces event after event to thousands of people who have never witnessed them before and they in turn will alter starting times, consolidate schedules and extend seasons and field television will continue to hold a major spot in the television picture.

Temporary Licenses Extended For 34; 5 Receive Renewals

TEMPORARY LICENSES of 34 standard stations were further extended by the FCC last Monday and two others, whose regular licenses have expired, received 60-day extensions.

The Commission also announced a renewal for WMJM Cordele, Ga., to Aug. 1, 1948, and issued regular renewals to KOCA Kilgore, Tex., WATT Traverse City, Mich., KASA Elk City, Okla., and KBIZ Ottumwa, Iowa for the period ending Aug. 1, 1949.

KABC San Antonio and WACO Waco, Texas., received extensions to Dec. 1 pending FCC's study of information regarding proposed transfer of control of the licensee corporations from present stockholders to the reorganized Texas State Network.

Temporary license of WNOE New Orleans, was extended to Dec. 1 pending further consideration of licensee James A. Noe's "qualifications." Mr. Noe, former governor of Louisiana, is under indictment on a charge of jury tampering in an income tax evasion trial.

The Commission ordered temporary licenses of WKBW and WGR Buffalo extended to Dec. 30. Buffalo Broadcasting Co., licensee, has been ordered to dispose of one of the stations under the duopoly rule and to eliminate a time-lease which the Commission found objectionable. An application is pending for sale of WGR to Leo J. Fitzpatrick, former vice president and general manager of WJR Detroit, and I. R. Lounsberry, former executive vice president of WGR and WKBW, for $750,000 [BROADCASTING, Aug. 19]. Churchill Broadcasting Foundation, a subsidiary of Churchill Tabernacle Inc. and a former owner of WKBW, has applied to FCC for the facilities now assigned WKBW—1520 kc with 50 kw.

Temporary license of WSOO Sault Ste. Marie, Mich., was extended 30 days due to applicant's failure to file a renewal application within the required length of time.

KVNU Logan, Utah and KXOX Sweetwater, Tex., received extensions to Dec. 30 "pending further study concerning station ownership." An application for transfer of control of KVNU was filed last week. FCC authorities would not comment on the "further study" of KXOX ownership.

Licenses of KSAN San Francisco and KFJI Klamath Falls, Ore., were extended for 60 days pending consideration of additional information requested under Sec. 308 (b) of the Communications Act. For the same reason the following received further extensions to Dec. 1: KHUB Watsonville, Calif.; KTOH Lihue, Hawaii; KICA Clovis, N. M.; KROY Sacramento, Calif.; WEDC Chicago, Ill.; WFTC Kinston, N. C.; WHTB Talladega, Ala.; WMOB Mobile, Ala.; WSPB Sarasota, Fla.

The following were continued on temporaries to Dec. 1 for the reasons shown:

KSAM Huntsville, Tex.—Pending final disposition of application for assignment of license; WEOA Evansville, Ind.—Pending final determination upon application for asignment of license; WPRP Ponce, P. R.—Pending filing of data required pursuant to FCC approval of assignment of license.

WAGM Presque Isle, Me.; WINN Louisville, Ky.; WTAX Springfield, Ill.—Pending consideration of information required in connection with application for transfer of control.

KODY North Platte, Neb.—Pending final decision upon renewal application of WOW Omaha (license of KODY).

WBLK Clarksburg, W. Va. and WPAR Parkersburg, W. Va.—Pending final action on renewal of station WCHS Charleston, W. Va. All three stations are owned or controlled by Capt. John A. Kennedy, USNR; applications are pending before the Commission for the sale of WBLK and WPAR.

WABY Albany, N. Y.—Pending outcome of litigation involving WOKO Albany (Harold E. Smith is a minority stockholder of both stations); WBAX Wilkes-Barre, Pa.—Pending outcome of litigation affecting station's license; WOV New York—Pending outcome of appeal from Commission's denial of proposed $300,000 sale of WOV by Arde Bulova and associates to Murray and Mever Mester.

KGDE Fergus Falls, Minn. and WBLJ Dalton, Ga.—Pending further engineering study.

WCOU Lewiston, Me. and WGRM Greenwood, Miss.—Pending further accounting study.

WING Dayton, Ohio—Pending consideration of licensee's application for a construction permit involving installation of a directional array to protect Canada.

Named Vice President

MARY BECKMAN, account executive at Franklin Fader Co., Newark, N. J., has been appointed a vice president of the agency.

JOHN HEARNE OPENS SAN FRANCISCO FIRM

JOHN P. HEARNE, resigning as FCC regional attorney for the West Coast [BROADCASTING, Sept. 16], last week announced the opening of private law offices in Rooms 302-306, Central Tower Bldg., Market St. at Third, San Francisco. He will specialize in administrative practice before FCC and other Government agencies.

Mr. Hearne

Dee Pincock of the Commission's Washington legal staff, litigation and administration division, was designated by FCC General Counsel Benedict P. Cottone to take over Mr. Hearne's Commission post on a temporary basis. Mr. Pincock, formerly with FBI, joined FCC last Jan. 3.

Mr. Hearne had held the regional post since December 1942. Previously, he was with Dept. of Justice, as an attorney on a number of Government cases with the present FCC Acting Chairman Charles R. Denny Jr. and Assistant General Counsel Vernon L. Wilkinson, who were then with Justice Dept.

WKLX Takes Air Soon; Dewey Long Is Manager

SOON to go on the air in Lexington, Ky., is WKLX, a 1000 w independent which will operate on 1300 kc. Dewey H. Long, former general manager of WELI New Haven, WSAI Cincinnati and manager of the Chicago sales office of WLW Cincinnati, will be general manager.

Mr. Long

He plans a program built around farming, news, sports and good music. Stockholders of Fayette Broadcasting Co., the licensee, are: Philip Ardery, attorney, president; Edward F. Prichard Sr., Lexington wholesale malt beverage distributor and state legislator; Henry Pritchard, his son, a song writer with BMI Hollywood, and Rodman W. Keenon, Lexington attorney and state senator. Four staff members will seek stockholder status in an amended petition to be filed with FCC. They are Mr. Long; Phil Sutterfield, assistant manager; Robert H. Moore and Paul Ledridge, salesmen.

Other staff members include: Bill Hess, director of production and traffic manager; Claude Sullivan, director of news and special events; Lucy Elliott, continuity head; Reese Bach, farm department; Sara Deane, women's activities, and Royce Woodward, chief engineer.

Action on CBS High Frequency Color Television Petition Is Expected Soon

EARLY ACTION by FCC on the CBS petition for commercial color television in the ultra-high frequencies [BROADCASTING, Sept. 30] was forecast last week.

Although Commission authorities were silent on the request, the question was generally considered to be of such importance throughout the industry that the Commission would endeavor to reach and announce its decision at the earliest possible time.

It was known that members of FCC's technical staff went to work surveying various phases of the proposal early last week—a few days after the petition was filed on Sept. 27.

CBS asked that the 480-920 mc band, now allocated for experimental television, be set aside for commercial color operation, with channels 16 mc wide as compared with 6 mc channels in low-band black and white. The network suggested that the band might be given an upper limit of 912 mc or be extended to 928 mc to accommodate an additional band.

Pixley Acquisition of WCOL To Be Investigated by FCC

AN INVESTIGATION of circumstances relating to acquisition of WCOL Columbus, Ohio, in June 1944 by Lloyd A. Pixley and members of his family was authorized by FCC last week. Hearing will be held Oct. 14 at Columbus.

The action was taken in granting a petition to reopen the record in the Sandusky, Ohio, 1450 kc cases, in which an applicant company controlled by Mr Pixley received a proposed grant.

The petition, filed by Attorney Thomas P. Littlepage Jr., on behalf of Sandusky Broadcasting Co., one of the competing Sandusky applicants, did "not allege the existence of any attempt to deceive the Commission by misrepresentation or, if there were (any), that Lloyd Pixley had any knowledge thereof."

'Impelling Reasons'

However, the petition maintained, there are "impelling reasons" to reopen the Sandusky cases and take further testimony "to determine whether Kenneth Johnson [former WCOL owner] actually owned the stock he sold to the Pixleys; what consideration, if any, passed between the Pixleys and Johnson to cause the release of Johnson's stock, and whether Lloyd A. Pixley knowingly joined with Johnson in transactions intended to deceive the FCC in the acquisition of Pixley's interest in Station WCOL."

FCC granted the petition after a special, 20-minute executive session at a Wednesday meeting at which oral argument on the case was to have been heard, a few hours after the petition, pleading discovery of "new evidence," was filed with FCC. Robert L. Irwin, attorney for Lake Erie Broadcasting Co., of which Mr. Pixley is president and 51.2% stockholder, and which received the proposed grant, protested approval of the petition, arguing that it made no allegations against Mr. Pixley or Lake Erie and was "irrelevant." The charges it contains, Mr. Irwin said, were based not on "new evidence" but on information available at the time of the Sandusky hearings or shortly thereafter.

Lake Erie received the proposed grant last July, for a new Sandusky station on 1450 kc fulltime with 250 w. Applications of Sandusky Broadcasting and Bay Broadcasting Co. for the same facilities were given proposed denials [BROADCASTING, July 8].

Sandusky Broadcasting's petition said that under a chattel mortgage executed Nov. 14, 1944, as security for a $175,000 loan to the Pixleys, written consent of Ohio National Bank of Columbus, mortgagee, was required before WCOL could "exercise certain discretionary rights belonging to every licensee unless disposed of by the licensee after having acquired them from the FCC."

There is, the petition said, some information to show common ownership and/or control between the mortgagee bank and WBNS, one of WCOL's station rivals in Columbus.

The petition also claimed there is information to show:

Common business interests between former WCOL owner Kenneth Johnson and the controlling interests of WBNS and Ohio National Bank from 1934-45; "elements of joint operation and control" between WBNS and WCOL before and including at least part of 1944; an alleged offer prior to the Pixley purchase, to a former station employe of WCOL to allow the stock of WCOL Inc. (former licensee) to be placed in the employe's name under an arrangement in which the employe would receive $2,000 and sign a bank note with the understanding it did not have to be paid; full release of the stock of WCOL Inc. prior to execution of the 1944 note and mortgage.

The petition referred to a letter of Nov. 2, 1944, over Mr. Pixley's signature, saying WCOL had been dissolved and all debts and obligations paid.

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We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.
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IT'S A HABIT!
FOR 20 YEARS, FARMERS IN KANSAS AND NEARBY STATES HAVE TURNED TO WIBW FOR DEPENDABLE SERVICE AND PREFERRED ENTERTAINMENT.
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PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Southeastern 5 kw station needs additional transmitter and maintenance engineer. Grand opportunity get real experience on high power equipment and directional. Reply will be kept confidential. Give full details, including salary requirements. Box 762, BROADCASTING.

South Georgia station needs three engineer-announcers. Box 893, BROADCASTING.

Copywriter—Man or woman, by established agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present setup, this is your opportunity. It will pay you to write us, giving experience, age, salary desired. Our staff knows of this ad. Include samples. Box 953, BROADCASTING.

Wanted—Girl continuity writer-announcer. Must be able to write and announce programs and write good spots. This position is in Florida. Submit samples of work, past history, photo and salary desired to Box 978, BROADCASTING.

Topnotch salary for top announcer. Aggressive 250 watt network affiliate. Must be thoroughly experienced news, sports, turntable console operation. Send transcription, photo and tell all first letter. If you don't know your business, don't reply. Box 982, BROADCASTING.

Salesman wanted for NBC affiliate in western market. Must be capable with successful background of broadcast selling. Good salary and commission with splendid opportunities for advancement. Give complete information in answering. Box 7, BROADCASTING.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Commercial announcer for general staff work. Must be experienced in news. Give complete information and references. WKBH, La Crosse, Wisconsin.

Program director must be experienced, give full information, send audition disc and photo to Allan Curnutt, Manager, Radio Station WOSH, Oshkosh, Wisconsin.

Engineers, first class, with extensive modern training for commercial broadcast. Contact C. L. Foster, Central Radio School (formerly Midland Radio School), 17th and Wyandotte, Kansas City, Missouri for applicants.

If you want a chance to prove you're a budding Block, Morgan, or Godfrey, and are willing to begin at the beginning with a new NBC affiliate, and grow with the station, send disc and details to Stanley E. White, Manager Radio Station WEEK, Peoria, Illinois.

Announcers, writers, engineers, time salesmen, directors, managers. We need them. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

Time salesman wanted by well established station. Commercial managers position open for the right producer. WOMT Mutual in Manitowoc, Wis.

Top 250 watt network station needs announcer immediately. Must be experienced all phases control operation and announcing. Fine opportunity for reliable man. Forward disc, give all pertinent information first letter. Wire or write Gene Carr, WHBQ, Hotel Gayoso, Memphis, Tenn.

Announcer-operator holding first class phone license. Excellent opportunity for man desiring permanent location. Rocky Mountain West. KIUP, Durango, Colorado.

Montana Broadcasters, Havre, Montana, on the air about November 1 want good combination announcer-operators. Salary $45 per week with housing guaranteed at the lowest rent. Address all communications to Ed Jansen, P.O. Box 499, Burley, Idaho.

Help Wanted (Cont'd)

Florida's most beautiful city on the ocean wants an experienced announcer with first class ticket. Good salary. Write or wire WFTL, Fort Lauderdale, Florida.

Experienced, capable announcer. Write in detail giving announcing, production experience and send recording which covers different types work. Reply will be kept confidential. Salary $60.00 per week plus talent. Just finishing $100,000 studio layout, went on 5 kw 580 kc October 1st. J. B. Fuqua, WGAC, Augusta, Ga.

Good announcer with first class phone license wanted by intermountain 5 KW NBC affiliate. Opportunity for advancement and to apply ability. Substantial salary. KGIR, Butte, Mont.

Wanted: Two first class operators for 250 watt AM and 3 kw FM station. Can use immediately. Experience desirable but not necessary. Write Tom Barber, Chief Engineer, WMGA, Moultrie, Georgia.

Time salesman—For Mutual affiliate, no radio competition, practically virgin field in pleasant prosperous city. Send foto, qualifications Joe Spring, WASK, Lafayette, Ind.

Wanted—chief engineer for a new 250 watt station using all new Western Electric equipment. Write C. B. Randall, President, Arkansas-Oklahoma Broadcasting Company, Ft. Smith, Arkansas.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

Wanted. Combination Announcer-Engineer with 1st class license. Engineering experience not necessary. Prefer single man. Must have transportation. Pleasant working conditions, 40 hrs. Give complete info, first letter or phone WSPB, Sarasota, Florida.

Showmanship-minded program director wanted by new, sensationally-equipped network station (small AM, 3000 watt FM), beautifully situated in healthy eastern mountain city of 125,000 pop. Excellent chance for seasoned man of eat-sleep-live-radio type who desires better working conditions under progressive management and the opportunity to develop, script and present attention-getting shows. Replies strictly confidential, but reputable references requested, to weed out heavy drinkers, women-chasers and prima donnas. Complete capabilities, background and experience details to accompany clear recent photo and exact salary expectation in first place. Box 15, BROADCASTING.

Wanted—Chief engineer for established secondary station in primary eastern market. Good opportunity. Wire or write. Box 16, BROADCASTING.

Wanted—Two announcers and two first class operators (not combination) for new local station. Good opportunities and salary. Send disc and complete qualifications to John Garrison, Manager, WFUN, Huntsville, Alabama.

Continuity writer—Experienced in all types commercial copy writing. Send samples of work and complete details including photo. Write Charles McMahon, WNOX, Knoxville, Tenn.

Openings—Announcers (overseas), 23 engineers, manager. Radio's Reliable Resources (Employment Agency), Box 413, Philadelphia.

EXPERIENCED

Sports and special events announcer, play-by-play and commentary. Desires chance to direct sports and special events department. Give color and pep to your broadcasts. Also can handle news. Best of references.

Box 10, BROADCASTING.

Situations Wanted

Manager—Good salesman, promotion minded. Technical background, first class license. Now managing successful independent. Major network experience. Box 871, BROADCASTING.

Television position desired. 20 years commercial radio experience. All phases technical operation, production and direction of television programs. Lieutenant Commander with demonstrated executive ability. 10 years to-date with major network plus training abroad. Box 876, BROADCASTING.

Promotion director with top-flight background, seeks connection with aggressive station in small or medium size city. Thoroughly experienced in program and sales promotion, research, art, copy, layout, production, techniques. Replies in strict confidence. Box 884, BROADCASTING.

Manager: Highest qualifications: desires position South or middle west: Outstanding record, sales, public relations, executive. Personal interview my expense. Box 938, BROADCASTING.

All-round radio man with extensive New York and Detroit agency background, familiar with promotion and agencies' views on station cooperation in merchandising schemes, desires job as station manager in station that has good potential but needs development. Background in writing and production of local and network shows. Top references. Box 972, BROADCASTING.

General manager or commercial manager—Successful record of local and regional sales with 5000 watt network station in a near-million population market. Also previous background as account executive with nationally-known agency. Have kept eyes and ears open and feel know good station operation. Returned seven months ago from four years as officer, Army Air Forces, with year and a half overseas. Mature, adaptable, experienced and feel qualified for responsibility as commercial or general manager. Seven years with same station indicative of stability and desire for permanent connection. Box 973, BROADCASTING.

Young man (28), college education, wants job as program manager. Four years at 5 kw network station, previously 250 w independent and freelance. Experience includes straight announcing, ad-lib, news, analysis, continuity, dramatic writing, production, acting, sound effects, music department, assistant to program manager. Must be east coast, prefer Baltimore-Washington area. Box 974, BROADCASTING.

Experienced woman with ability in programming, producing, public relations and publicity, desires position in midwestern station. Enthusiastic, hard-working. Box 977, BROADCASTING.

Announcer-writer. Experienced in newscasting, editing, narration, direction and all types of writing. Graduate of A-1 professional school. Will travel anywhere. Box 979, BROADCASTING.

Announcer, veteran, disc and photo available, will send full details. Box 980, BROADCASTING.

Commercial Manager—writing over $1,500 weekly for leading independent, highly competitive market. Drawing account against commission desired. Box 981, BROADCASTING.

Woman copywriter desires change. Now employed at network affiliate. Can write saleable copy and handle women's shows. College background. Box 984, BROADCASTING.

Yak-a-doodle boy—writer drama and comedy, New York network experience. Desires staff job on network affiliate that's not afraid to do good live shows. Box 985, BROADCASTING.

Sales Manager: Fla. only. Story follows. Box 986, BROADCASTING.

Wanted: hot, dry climate

Executive Secretary — Administrative Assistant. 13 years experience as administrative Assistant to broadcasting station executive. Versed in time contracts, traffic, both NBC and CBS procedures, purchasing, and all details of office administration. Special knowledge of FCC application forms and rules with reference to CP's for new stations, increase in power, change in ownership, etc. Excellent references from present employer. Change desired due sinus trouble.

Box 971, BROADCASTING.

Situations Wanted (Cont'd)

Continuity-copywriter four years station experience radio and television. College degree. Desires job with station or agency. Complete brochure of samples and background on request. Box 987, BROADCASTING.

Television Engineer wide experience in all phases desires supervisory position with broadcaster expanding in television field. Box 989, BROADCASTING.

Radio news editor—2 years radio experience, including program and script writing; 2 years newspaper experience. Woman, age 29, University Graduate, references. Prefer Middlewest location. Box 990, BROADCASTING.

3½ years experience. First class announcer. Will make change for station with first class operation. Now with 50,000 watter. Disc available. Box 991 BROADCASTING.

Television broadcaster: Do you need a television engineer who can assist you in designing, assembling, installing and operating your television station? Write Box 995, BROADCASTING.

Combination engineer-announcer. Network newscaster with five years experience in radio. Excellent voice, and pleasing personality. Desires either chief engineer-announcer or engineer-announcer position. Must be permanent. 24 years old, married, one daughter. Prefer east or Texas. Transcription upon request. Starting salary $85.00. Box 996, BROADCASTING.

First class operator 12 years in radio Construction experience. Available two weeks. Box 997, BROADCASTING.

Engineer now employed, chief local, 12 years broadcasting experience, desires change. Box 998, BROADCASTING.

Newscaster and writer. Formerly with United Press. Presently employed as newseditor, basic mutual affiliate. Box 999, BROADCASTING.

New England stations, applicants—employed Washington newspaperman, radio experience, seeks news editor spot. Double on newscasting, publicity, if desired. Opportunity modest investment welcomed but not essential. Box 2, BROADCASTING.

Need a commercial manager? Qualifications: 10 years newspaper advertising, year radio local and national accounts with sales that stay sold. Now employed, want to change for the better. Married, children. Veteran. Proud of references and record. Box 3, BROADCASTING.

Washington (D. C.) newspaper-radio man now on terminal leave from Marine Corps desires West Coast radio affiliation. Acquainted with FM, facsimile, television. Suited as assistant to manager. Age 38. Outstanding references. Minimum salary $7,500. Box 4, BROADCASTING.

LOOKING FOR A *NEW MANAGER?*

I've finally decided to make a change. My present position as General Manager of a Metropolitan market Basic Network station is most secure, but I'd like a new connection where certain conditions will be improved. I can show a station revenue record of income doubled this past year; a management record openly acclaimed by our broadcasting opposition—and all recommended and endorsed at the right time by my present owner-employer. I have 21 years of practical experienced know-how; top contacts and recommendations all down the line in the trade, and the endorsement of my network contacts. At present I'm serving on an important N.A.B. committee. I'd be interested in discussing (at any time or at the N.A.B. Convention) the proposition with any owner who seeks a married feet-on-the-ground executive. All negotiations will be held confidential.

BOX 14, BROADCASTING

Situations Wanted (Cont'd)

Engineer, 1st. telephone, 2nd telegraph licenses, 5 years studio and transmitter experience to 50 kw, age 39. Now employed at 1 kw ABC affiliate. Available about Oct. 15. Prefer east or southeast. Box 975, BROADCASTING.

Veteran, 35, married. Wants position on station as announcer. Can do record shows, continuity. Graduate of reputable school. Have records available. Box 6, BROADCASTING.

Engineer, 33, thoroughly experienced, telephone first, telegraph second, desires responsible position at progressive station. Housing for family of four more important than salary, at present $5200. Box 8, BROADCASTING.

Commercial manager—station manager. Experience all phases of radio. Programming, sales, production and promotion. Prefer southwest or midwest. Full details or personal interview on request. Box 9, BROADCASTING.

Veteran, 31, 10 years experience small stations and 4 years Hollywood networks desires announcer producer berth. Salary must be acceptable. Disc and picture furnished upon request. For additional information write Box 13, BROADCASTING.

Experienced announcer and newsman. Held positions on 5000 ABC, 5000 CBS, two 250 NBC stations. Graduate NBC School, Chicago. College graduate, single, age 22. Will go anywhere if future is open. Available immediately. Vernon McGuire, 1919 Woodland, Wichita, Kansas.

Announcer would like position Midwest for staff job. Graduate from college in all phases of radio, writing, announcing, newscasting, ad-lib, acting. Had experience in radio during special service in Navy. Ardy Hale, 4108 N. Whipple, Chicago 18, Illinois.

Naval Veteran, holding First Class Radiotelephone License, desires connection with station in Los Angeles. 15 years experience in operation, maintenance and installations. Milton Rowe, 229½ South Gale Drive, Beverly Hills, California.

Veteran, 31. Announcer. Married. Reliable. Six mos. experience. Some experience on board. Ambitious. Good voice—looking for opportunity. Audition disc and photos. Dick Bennett, 1754 N. Long Avenue, Chicago, Ill.

Available immediately, experienced studio and transmitter operator. Best of references. C. L. Humbarger, 1012 E. Berry Street, Ft. Wayne, Ind.

News, sportscaster: Veteran, 25, single, college graduate. Good speaking voice. Need experience. Graduate of accredited radio school. Will travel anywhere. Write to Richard H. McEnerney, 295 Derby Avenue, Derby, Conn.

Available—Qualified: personnel. Radio's Reliable Resources, Box 413, Philadelphia.

Announcer—Good personality, reliable solid background. Three years radio operator, USCG. Disc available. J. C. Zane, 4 Haunnewell Ave., Providence R. I.

Assistant manager or program director with ten years radio experience available for interview at NAB convention. Box 21, BROADCASTING.

Experienced copy, news, script writer, New York City, woman, single, desires work elsewhere. Box 20, BROADCASTING.

Announcer—Three and a half years experience handling news, platter shows, special events, sports, commercials. Have, at various times, proved capabilities as program director, production manager, continuity director. I'm looking now for a spot with a solid, progressive organization. College; 26; married. Box 22, BROADCASTING.

Wanted to Buy

Tower—Cash for quick delivery. 219 feet or suitable for modifying to that height. Self-supporting to carry FM antenna later. Please wire Box 19, BROADCASTING.

For Sale

For Sale—a complete FCC approved 250 watt transmitter, two sets tubes, two crystals and limiting amplifier. Recently taken out of service. Make offer. Box 780, BROADCASTING.

For sale—250 watt station in Southern State. Box 960, BROADCASTING.

For Sale: 1 kw new composite, all new components, high level modulated—833's final and class B stage; consisting of 2 cabinets—each 36" wide by 84" high by 24" deep, connected by 24" control panel. Will meet all FCC standards of good engineering. Box 976, BROADCASTING.

500 lbs. used #10 bare SD copper wire coiled in approximately 200 lb. coils. Few splices. Price 45c lb. Box 992, BROADCASTING.

Composite 6 preamp, console, VU Pgm. and Mon. Amp. Jack set up complete in Cab. Rack. $500.00. Available now. Box 993, BROADCASTING.

374 foot Truscon Uniform Guyed Towers, lighting, less anchor steel. Available now. Box 994, BROADCASTING.

3 IRC Type A-21 Attenuators Ladder circuit 50 ohms impedance. New. Never used. $7.50 each. Box 5, BROADCASTING.

Scully Lathe—hundred grooves; hundred pound turntable driven by 1/3 horsepower motor. Needs renovation for variable grooves. Have used professionally. Price $1500, FOB Hollywood. Box 11, BROADCASTING.

Have two rack and panel amplifiers, four inputs. Best transformers. Goes well with recording equipment. Price, $1000, FOB, Hollywood. Box 12, BROADCASTING.

Up to one thousand feet 1 5/8" O. D. coaxial transmission line, inner conductor 5/8" O. D., weathered but unused and in good condition $1.00 per foot. F. O. B. Lexington, Kentucky.

Last call—Brand new Weston 862 4" level indicating meters with "B" scale, illuminated dial. List $46.75, your cost $26.50. Only 9 left. United Radio Lab., 87-21 Roosevelt Ave., Jackson Hgts., N. Y.

200-10 inch PM speakers tapped 500-1000-2000. 500-Line transformers 500 to Grid. 50-6000 ohm to 10-500 secondaries. 1000 WE Jacks. All new equipment. 23 E. Goethe St., Chicago, Ill.

For Sale—Two RCA 77-A microphones, $50 each; Two WE 630-A Eight ball microphones, $25 each; One RCA 40-C program amplifier, complete with tubes, isolation transformer. New condition. Black finish, $100; One RCA 69-A Distortion Meter, just factory reconditioned. Rack mounting, complete with tubes, $200. Write Chief Engineer, WDBO, Orlando, Florida.

250 watt transmitter, complete with one set spare tubes. FCC approved. First check for $800.00 will buy it. Al Bamford, 516 18th, Oakland, Calif.

Immediate delivery 260 ft Wincharger Model 300, brand new, all lighting; WE three tower phasing equipment; WE 443A transmitter, new; Onan 10 kw power plant, new; copper ground wire. 10 new Jensen A121 bass reflex cabinets. Taylor 7655, Electronic Service Co., 565 Upland Road, Louisville, Kentucky.

Following equipment available due to FCC denial of 250 watt application. 1 - 150 foot Lingo tower, 1 - RCA 76-B2 consolette with M1 - 113-1A power supply, 3 RCA 74-B microphones, 1 - WE 451 - A1 transmitter. Complete with auto-time delay and recycling unit and 1126-A program amplifier. Delivery on above WE equipment February 1947. 1 - WE 1A frequency monitor and 1 Temco 250 watt GSC transmitter on hand. Box 18, BROADCASTING.

For sale—Recordgraph Film Recorder, model A. Practically new. Write Box 17, BROADCASTING.

Miscellaneous

Capital wanted. Unusual opportunity to aid in financing the establishment of new television equipment manufacturing concern. Group of engineers thoroughly experienced in all phases television receivers, cameras, transmitters. Interesting proposition for investor, manufacturer, or broadcaster desiring enter this field. Box 988, BROADCASTING.

Interested in purchase of small station. Shares considered. Box 1, BROADCASTING.

Radio stations—Accepting mailorder accounts, percentage basis, write details, Agency—Box 867, BROADCASTING.

ONE OF OUR MOST IMPORTANT ANNOUNCEMENTS IN 19 YEARS OF PROVEN LEADERSHIP IN TRAINING PROFESSIONAL RADIOMEN!

Here it is! Your First Practical Step Toward a Good-Paying Career in Television . . . . .

CREI INTRODUCES A STREAMLINED HOME STUDY COURSE IN PRACTICAL Television ENGINEERING

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Inter-American Broadcasters Hold Meeting In Mexico City

MINIMUM of government control over radio, freedom of speech and solidarity of Pan American broadcasters keynoted the opening plenary session of the Inter-American Congress of Broadcasters in Mexico City last week.

Mr. Azcarraga

Edmund Chester, CBS director of Latin American Affairs and Shortwave Broadcasting was elected one of four temporary secretaries pending formation of a permanent organization. Emilio Azcarraga, owner of XEW Mexico City and prominent in Mexican broadcasting circles, was chosen temporary president.

Future of Television

U. S. delegates praised the conference and saw in it the beginning of closer cooperation between broadcasters of the Americas and an all-around improvement in radio generally. Meade Brunet, vice president and managing director of RCA International Division, arrived in Mexico City Wednesday and was received by Sr. Azcarraga and other prominent radio men from South America.

"Latin America is a rich source of television material with its music, its colorful spectacles, its educational aims and its respect for culture," declared Mr. Brunet.

John F. Royal, NBC vice president in charge of television, said: "This first get-together is moving most successfully. The men of radio below the Rio Grande are approaching their problems with real understanding."

Campbell Arnoux, general manager of WTAR Norfolk, observer for the NAB, said the Inter-American Congress "is a unique and impressive example of the practical application of the Good Neighbor theory."

Said Hugh A. L. Halff, general manager of WOAI San Antonio and an observer for NAB: "This type of association cannot fail to create understanding among radio men on the American continent."

Objectives

The Committee on Proposals Thursday submitted the following objectives to the second plenary session: (1) Radio as an element of continental solidarity; (2) freedom of broadcasting hours; (3) free importation of radio materials indispensable to industry and of receivers; (4). protection of composers' rights; (5) adjustment of competition between official and private stations.

Benjamin Cohen, assistant secretary of the United Nations, explained the scope of radio work undertaken by the UN and asked cooperation of all broadcasters.

Dr. Luis de la Rosa, president of the Mexican Radio Chamber, opened the conference. Pedro Martinez Tornel, Secretary of Communications, Mexican Government, also spoke. A recorded message was presented from President Avila Camacho.

On the opening day delegates were received by the Mexico City City Council and decorated with medals as honored guests.

Exhibits of television, FM, radar and other electronics developments, sponsored by RCA and General Electric, drew large crowds.

Committee chairmen were named as follows by President Azcarraga: Initiatives, Dr. A. G. Perez, Argentina; Code of Ethics, Tomas Ronald, Peru; By-laws, J. L. Fernandez, Mexico; Credentials, J. Jaen y Jaen, Panama; Drafting, Hector Alonso, Cuba.

Temporary officers in addition to Sr. Azcarraga and Mr. Chester are: Goar Mestre, Cuba, first vice president; L. Balerio Sicco, Uruguay, second vice president; J. L. Fernandez, Mexico City, Juan C. Guyot, Argentina, Harry Sedgwick, Canada, secretaries. Registered as delegates were the following:

Argentina—Manuel Masllorens, president, Radio Splendid; Juan Carlos Guyot, president, Assn. of Broadcasters; Dr. Alfredo J. Perez; Julio Com, Luis Maunier.

Bolivia—Francisco N. Reyes, CX3CN Cochabamba.

Brazil—Joao Baptista do Amaral, Assn. of Broadcasters; Eneas Machado de Assis, Assn. of Broadcasters; Geraldo Homen de Mello; Cesar Ladeira; Nestor Macedo; Arnoldo Moreira Pinto.

Canada—Harry Sedgwick, Canadian Assn. of Broadcasters; Donald Manson, Canadian Broadcasting Corp.; Harold Carson, J. E. Campeau, Philip Lalonde; Dick Rice.

Chile—Ricardo Vivado.

Colombia—Roberto Gomez Pardo, HJE Valle; Juan Mejia Duque, HJFQ Pereira; Carlos Gutierrez Riano; Jose Antonio Meneses; Roberto Ramirez Gaviria; Cipriano Rios Hoyos.

Costa Rica—Mrs. H. E. de Mariani.

Cuba—Goar Mestre, president, Circuito CMQ Havana.

Ecuador—Gonzalo A. Bueno, Assn. of Broadcasters; W. Delgado Cepeda, Radio Cenith, Guayaquil.

Guatemala—Jose Castaneda; Gonzalo Ubeda.

Honduras—Rafael Ferrari, Tegucigalpa; F. Diez Zelaya; S. Jose Sula.

Mexico—Emilio Azcarraga, XEW; Jose Luis Fernandez, manager, Chamber of Broadcasters; Dr. Luis de la Rosa, president, Chamber of Broadcasters.

Panama—Marcos Gandasequi, president, Assn. of Broadcasters; Jose Jaen y Jaen, Hon-Hoc-Hok; Antonio Gonzalez, HP5K; Augustin de Mena, HOQ; M. Lombardo, HP5H.

Peru—Thomas Ronald, Radio Mundial, Lima.

Puerto Rico—Tomas Muniz.

Salvador—Luis de la Rosa.

U. S.—John F. Royal, NBC vice president; Edmund Chester, CBS; Frank Marx, ABC director of General Engineering; Campbell Arnoux, WTAR Norfolk; Hugh A. L. Halff, WOAI San Antonio (both representing the NAB); H. Y. Levinson, WCAR Pontiac; A. M. Wallace; H. J. Wandles.

Uruguay—Lorenzo F. Balerio Sicco, National Assn. of Broadcasters (who spearheaded the Inter-American Congress); Raul Fontaina, NAB of Uruguay.

Venezuela—Oscar E. Rickel, Ondas Populares, Caracas; Felix Cardona, Radio Caracas.

Georgia and Texas CPs Are Granted

GRANTS for new fulltime stations at Augusta, Ga. and McAllen, Tex. were issued by FCC last week. Both grants had been contemplated in proposed decisions.

The McAllen grant, to Valley Broadcasting Assn. for 910 kc with 1 kw, directional antenna fulltime, was proposed in a decision Aug. 7 [BROADCASTING, Aug. 12] and made final at oral argument last Wednesday after Howard W. Davis, who had requested the same facilities, did not file exceptions to the proposed decision, and KVAL Brownsville, which wanted to change from 1490 to 910 kc, indicated it would not press its own exceptions. The company has about 30 stockholders, with Owen Council as president.

The Augusta authorization, dated Sept. 19 and announced last Thursday, went to Savannah Valley Broadcasting Co. for 1340 kc 250 w after the three competing applicants, whose applications the Commission proposed to deny, requested 1230 kc instead.

George C. Weiss, Army veteran and former WGAC Augusta announcer, and W. Montgomery Harrison, owner of a real estate business, own 40% each in Savannah Valley. Mr. Weiss will be manager. Competing applicants in the case were Voice of Augusta Inc., Augusta Chronicle Broadcasting Co., and Georgia-Carolina Broadcasting Co. Proposed decision was adopted Aug. 6 [BROADCASTING, Aug. 12].

Promotion Men of CBS Owned Outlets Gather

THE ANNUAL meeting of promotion managers of CBS-owned stations will be held this week at New York's Hotel Pierre. Meeting will begin today and continue through Oct. 10.

Promotion managers expected to attend are: Guy Cunningham, WEEI Boston; Jules Dundes, WABC New York; George Taylor, WTOP Washington; C. W. Doebler, KMOX St. Louis; Robert Savage, WBBM Chicago; Carl Ward, WCCO Minneapolis; Ralph Taylor, KNX Hollywood. Robert Covington, promotion manager of WBT, CBS affiliate in Charlotte, N. C., also will attend.

John P. Cowden, director of promotion service for CBS-owned stations, will preside and many CBS executives will address gathering.

WENR-WLS Share Time

ALL LIVE daytime shows of WENR Chicago, ABC affiliate, and WLS Chicago will be broadcast on 890 kc under a new program structure announced last week by E. R. Borroff, vice president in charge of ABC's Central Division.

NEW president of Campbell Sou Co., Camden, N. J., is James Mc Gowan Jr., elected Sept. 27 follow ing the death on Sept. 21 of Arthu C. Dorrance, former presiden [BROADCASTING, Sept. 30]. Mr. Mc Gowan has been with the firm sinc 1908 and vice president since 1939

DU MONT TO INSTALL VIDEO IN CLEVELAND

SCRIPPS-HOWARD Radio Inc. has signed a contract with Allen B. Du Mont Labs. Inc., for the complete installation of the equipment for Cleveland's first television stations, it was announced last week by Leonard F. Cramer, Du Mont executive vice president. Under the terms of the contract installation will be completed in mid-April, 1947, and the station will be in operation shortly thereafter.

Col. James C. Hanrahan, vice president of Scripps-Howard Radio, who served with the 385th Infantry in the European Theater during the war, will manage the new television station, and J. B. Epperson, chief engineer for the Scripps-Howard Radio stations, will serve in a similar capacity for the station. During the war Mr. Epperson was senior engineer of the Operational Research Branch, office of the Chief Signal Officer.

Court Reverses NLRB In WWPG Holiday Issue

NATIONAL Labor Relations Board order against Palm Beach Broadcasting Co., licensee of WWPG Palm Beach, Fla., has been upheld by the Fifth Circuit Court of Appeals in two parts and held invalid on a third.

NLRB was upheld in enjoining the station from refusing to bargain collectively with American Communications Assn. (CIO) and from interfering with the employes' right to self organization. The board's attempt to compel the station to continue giving Wednesday afternoon holidays in summer was denied on the ground that this was not a part of the employment contract, but merely a gratuity of short standing.

AP Sells News on Yearly Fee Basis

Three Wire Services Maneuver to Sign Networks

By EDWIN H. JAMES

WITH THEIR hats pulled low and their fountain pens at the ready, rival salesmen for the three great press services had been slithering in and out of network news executives' offices for the past six months in maneuvers that suggested a stealthy but spirited competition.

Last week, the maneuvering had become clearly enough defined for observers to guess with probable accuracy what the skirmishing was all about. It seemed evident that when the salesmen's missions were completed, a whole new rate structure in network-wire service contracts would have been achieved.

AP had started it last spring [BROADCASTING, April 1]. The biggest of the three big services signed a new contract with CBS to deliver its news report for a single yearly fee instead of for a percentage of the network's revenue from sponsored newscasts.

INS, the smallest of the three, was happy to follow AP's lead.

UP, which pioneered among the wire services in selling news to radio when radio was still regarded by the press as a bumptious upstart, glumly joined in.

AP Signed Four

By last week AP's maneuvering seemed at least temporarily completed. All four networks had signed new contracts providing payment for the AP report at a single yearly fee.

INS had signed with ABC and MBS, and there was reason to believe that it might sign soon with CBS.

UP had signed only with CBS.

AP publicly explained that the objective of its campaign was to eliminate the cumbersome bookkeeping involved in the old system of collecting a percentage from news broadcast sponsors for the use of its report. INS agreed that this was one objective, but that it had another, and somewhat loftier principle in mind. If all three services were provided to networks at single yearly fees, the network could offer all three reports to a sponsor of a news show, thus provide better news coverage from which he could select stories for his broadcast.

UP offered no public explanation for its actions. It seemed evident that UP had embarked upon renegotiation with reluctance. The fact that UP had closed a deal with only CBS indicated that the yearly fees which it had been offered by the other networks amounted to a figure considerably less than that which UP had been realizing annually on split basis.

In essence, it looked as though AP had set rate standards which UP was finding hard to meet. For INS the new system probably promised at least parity with its former income and perhaps a gain.

The economics of the wire service maneuvers were complex. The renegotiation of contracts was the logical sequel to the end of the war, and the end of network news departments' war-swollen incomes. But future competition among the services was implied.

One network news executive said last week that the new system of payment for the three reports might eventually lead to a reduction in the number of wire services needed by a network. His explanation: Under the old system, networks needed to be able to offer news program sponsors their choice among three reports; under the new system, with the commercial split eliminated the network might possibly do with only two reports, use both of them in preparation of sponsored newscasts.

If that predicament ever developed, the competition by the wire services for network contracts would indeed be grim.

Whatever AP had in mind when it undertook to rearrange its network contracts, there seemed little doubt that it was somehow connected with AP's general reorganization of its radio services.

Six months ago, its membership had voted to invite radio stations to become associate members of AP [BROADCASTING, April 29]. But since the AP has made no public move to admit the stations into the club. At AP headquarters last week a spokesman said that he hoped to "have something to say on that subject" before the end of the year.

The advantages which radio stations may expect in the new status as associate members have never been made clear.

Whatever was afoot in wire service-network relations, it seemed evident that the skirmishing of 1946 portended battles in 1947.

Mullen Sees Financial Gain As Broadcaster's Chief Goal

RESPONSIBILITY for the behavior of U. S. radio is shared alike by broadcaster, advertiser, the Government and the public, four spokesmen for those elements told the Radio Executives Club of New York last week.

Speakers were Frank E. Mullen, executive vice president of NBC; Arthur Pryor Jr., vice president in charge of radio, BBDO; James Lawrence Fly, attorney and former chairman of the FCC, and Dean C. Mildred Thompson, of Vassar College.

The broadest responsibility of the broadcaster, said Mr. Mullen, is to "serve 99% of the audience all the time and 1% part of the time." Commercial success, he said, seems the primary objective of the broadcaster.

Mr. Pryor thought the advertiser's responsibility could best be described as the obligation "to make certain that all concerned—talent, the public, the station, the network, the employes and the stockholders—prosper."

Mr. Fly, outlining the FCC's responsibilities as defined by law, said that if all the elements represented by the speakers "were to do their job as a whole, we would come to that desirable situation where the least government would be the best government.'

Dean Thompson deplored the absence of adequate quantitative analysis of audience reaction to broadcasting. "Radio," she observed, "has gone beyond being just a business and has become an art."

Agency Dissolved

MIHIC & SMALLEN, New York agency, has been dissolved with both partners, Hubert L. Mihic and Jaul Smallen, forming agencies in New York under their own names at 16 W. 55th St. Richard G. Wagner, former freelance writer, has joined Mihic as copy chief.

Upcoming

Oct. 7-10: Financial Advertisers Assn. National Convention, Fairmont Hotel, San Francisco.

Oct. 7-10: Annual Meeting of CBS O&O Station promotion managers, Hotel Pierre, New York.

Oct. 10-11: Television Broadcasters Assn. second video conference, Waldorf-Astoria, New York.

Oct. 10-11: Joint Meeting, U. S. and Canadian RMA Board of Directors, Chateau Frontenac, Quebec.

Oct. 11-12: North Carolina Assn. of Broadcasters, Washington Duke Hotel, Durham.

Oct. 16-17: Ruthrauff & Ryan Television Symposium, Chicago.

Oct. 20: NAB Golf Tournament, Acacia Country Club, Chicago.

Oct. 21-23: School Broadcast Conference, Hotel Continental, Chicago.

Oct. 21-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.

Oct. 24: First general meeting, National Assn. of Radio News Editors, Hotel Allerton, Cleveland.

Oct. 28-30: Stephens College Radio Conference, Columbia, Mo.

Oct. 31-Nov. 1: RMA Labor Seminar, Bismarck Hotel, Chicago.

Nov. 15-16: Kentucky Broadcasters Assn., general membership meeting, Lafayette Hotel, Lexington, Ky. (postponed from Oct. 8-9).

Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.

Nov. 24-30: National Radio Week.

N. Y. News' Right To FM Challenged

Paper Contends AJC Charge Of Prejudice Unwarranted

AFTER a four-day hearing duel before the FCC, the New York *Daily News*, seeking an FM channel in New York, and the American Jewish Congress, which accused the newspaper of prejudicial treatment of news stories concerning Jews and Negroes, last Thursday were instructed to file proposed findings and a brief, respectively, within 30 days.

Louis G. Caldwell, Washington, counsel for the *News*, objected to FCC Examiner James Alfred Guest's permitting AJC, not a party to the proceedings to submit a brief, but his protest was overruled.

Four days were devoted primarily to cross-examination of Alexander H. Pekelis and Miss Leila Sussmann on a newspaper content analysis relating to alleged unfavorable reports by the *News*, with three *News* executives headed by General Manager F. M. Flynn taking the stand near the end of the session in an effort to refute AJC contentions and discredit the value of the content analysis.

Capehart Speaks

Meanwhile, Sen. Homer E. Capehart (R-Ind.) in an independent statement declared that such questions were irrelevant to consideration of a broadcast application.

Sen. Capehart said "it is quite impossible that in this country the written or spoken word, if not libelous, should be made a condition of the issuance of a radio license. The next step would be the licensing of newspapers."

AJC, which first challenged the *News* in hearings in New York [BROADCASTING, July 15], presented a revised version of the newspaper content analysis when the further hearing opened Monday. Mr. Caldwell was over-ruled when he objected on grounds that it was irrelevant, constituted a "100% admission of error" in the original exhibit, and that the methods of its preparation often favored larger-size New York papers at the expense of the *News*.

Miss Sussmann and Dr. Pekelis contended the new analysis covered more stories than the first, but that the percentage figures were not materially changed. Mr. Caldwell argued that many stories were omitted which should have been included, and that some stories were attributed to the wrong newspapers. Will Maslow, AJC counsel, claimed Mr. Caldwell "is whipping a dead horse."

Mr. Flynn, of the *News*, claimed AJC allegations were unfair and unwarranted and that he was convinced the *News* had never had a prejudicial policy toward any minority group. The *News* is one of 17 applicants for five available FM channels.

NAB GOLF TOURNAMENT

OCTOBER 20

ACACIA COUNTRY CLUB

DIVOT DIGGERS! Have you sent in your entry for the NAB Golf Tournament, Acacia Country Club, Chicago, October 20? Send it along to BROADCASTING now so we'll have everything ready to a "tee."

. . . and take another look at the big sterling loving cup to be awarded to the low net winner.

Busses leave Palmer House and Stevens Hotel, 9:30 a.m.

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FCC Cracks Down on Dismissal Pleas

New Withdrawal Policy Affects Losing Applicants

FCC HENCEFORTH will not dismiss without prejudice any application on which a hearing has been held and proposed findings issued.

This was announced as Commission policy last week—three weeks after the order was adopted—in a memorandum opinion and order interpreted as a sharp crack-down intended to speed the flow of FCC actions and provide pending applicants with more "protection" against subsequent new or amended applications.

FCC also made plain that it is following a policy of not permitting amendment of an application which has been into hearing and received a proposed denial, if the amendment would throw the application into another hearing with some other application because of mutual exclusivity.

12-Month Wait

Dismissal without prejudice, the Commission noted, gives the applicant the right to file again without regard to the 12-month waiting period required by the repetitious applications section (1.363) of FCC rules.

In refusing to dismiss without prejudice if the application has been heard and the proposed decision issued, FCC said "applicants whose *applications* [emphasis supplied] have been dismissed under these circumstances, and who within 12 months after such dismissal find a frequency for which they desire to make application, may do so and request waiver of Sec. 1.363 . . . and the Commission will examine each such request on its merits."

Since applicants who secure or have secured dismissals without prejudice automatically have the right to apply again without waiting 12 months, it was thought that this phase of the order referred to *petitions*, the usual method of requesting dismissal without prejudice, rather than to *applications;* or, if the reference to *applications* was intended, that the word "dismissed" was used in the sense of "dismissal *with* prejudice" or denial," rather than "dismissal without prejudice."

The Commission's statement of policy came in denying the petition of J. W. Birdwell, former owner of WBIR Knoxville, requesting dismissal without prejudice of his application for a new Nashville station. The application, mutually exclusive with others for the Nashville-Murfreesboro area, was given a proposed denial Aug. 7 [BROADCASTING, Aug. 12].

The memorandum opinion, adopted Sept. 12 and released Oct. 3, noted that Mr. Birdwell said dismissal would contribute "to the prompt dispatch of business by the Commission."

The opinion replied:

The Commission is, of course, desirous of completing its business with dispatch. But a grant of the petition herein would not, in the opinion of the Commission, conduce to a fair and equitable handling of applications or to the orderly and proper dispatch of the Commission's business for this reason:

In its order of Aug. 9, 1946, in the matter of the petition of Piedmont Broadcasting Corp. (WBTM) Danville, Va., for leave to amend its application for a construction permit (File No. B2-P-4137; Docket No. 6938), the Commission, in denying that petition, established the policy of not permitting amendment of an application after a hearing thereon, and the issuance of a proposed decision looking to denial thereof, where the application, if amended, could not be granted without a hearing because of mutually exclusive interference to a pending application. A grant of this petition would be inconsistent with that policy, since dismissal without prejudice would permit, at any time thereafter, the filing, as a matter of right, of a new application, and such new application may request a frequency which could not be granted without a hearing because mutually exclusive with a pending application.

The Commission is of the opinion that public interest requires, and it has decided, that hereafter, after a hearing and the issuance of proposed findings, no application will be dismissed without prejudice. Applicants whose applications have been dismissed under these circumstances, and who within 12 months after such dismissal find a frequency for which they desire to make application, may do so and request waiver of Sec. 1.363 of the Commission's revised Rules of Practice and Procedure and the Commission will examine each such request on its merits.

WBTM Reference

FCC's reference to WBTM related to action involving a grant, setting aside, and subsequent denial of WBTM's request to amend to another frequency after its application had been given proposed denial. Refusal of the petition was on grounds that a grant would "not conduce to a fair and equitable handling of applications" since the requested frequency was being sought by another applicant [BROADCASTING, Aug. 26].

NAB Agenda Adds Trammell, Paley, Kobak and Lazarsfeld

HEADS of three major networks will address the NAB's 24th annual convention Oct. 20-24 at the Palmer House, Chicago. A fourth speaker, Dr. Paul F. Lazarsfeld, director of the Bureau of Applied Social Research, Columbia U., will speak at the Wednesday afternoon meeting.

William S. Paley, CBS board chairman, is expected to talk on radio's war role and its power as a weapon of propaganda. Mr. Paley was a colonel in the Army during the war, assigned to psychological warfare in Europe. NAB has not yet announced the topics for Niles Trammell, president of NBC, and Edgar Kobak, president of MBS. ABC is not a member of NAB.

Dr. Lazarsfeld will discuss ways by which broadcasters can use the report of the National Opinion Research Center, U. of Denver, on listener opinion of broadcasting. The university conducted an extensive study of listener reaction last winter [BROADCASTING, March 18]. The report will be published in early November by the U. of North Carolina Press.

Complete agenda for the convention is expected to be ready next week. Not scheduled as part of the convention itself is a separate Sunday afternoon meeting of the Council on Radio Journalism, called by its president, Fred Siebert, director, School of Journalism, U. of Illinois. Arthur C. Stringer, NAB director of special events, is secretary-treasurer.

At the Wednesday morning general meeting J. Allen Brown, director of the NAB Small Market Stations Division, will offer a 10-point plan to increase revenue of stations in this category (under 5,000 w in cities under 50,000).

Yankee Affiliations Up; Total to 24 AM, 2 FM

YANKEE NETWORK will expand its New England coverage to include 24 fulltime AM affiliates along with two FM stations by approximately Oct. 15.

Five newcomers to the regional are: WMTW Portland, Me., scheduled to go on the air Oct. 2; WFAU Augusta, Me., Oct. 1; WKBR Manchester, N. H., Oct. 1; WWCO Waterbury, Conn., Oct. 1, and WJOR Bangor, Me., Oct. 15. WMTW is owned by Yankee.

Video on War Trials

DOCUMENTARY film concerned with the Nuremberg trials and called "Nooses Over Nuremberg" was presented yesterday (Sunday) on WNBT, NBC's New York television station, with Budd Shulberg, as commentator. Program was televised at 9:30 p.m.

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At Deadline ...

TEN MORE STANDARD STATIONS AUTHORIZED

TEN NEW AM stations authorized by FCC and announced Friday, including new regional for San Diego, second station (daytime) for North Wilkesboro, N. C., and daytime grant to Donald W. Reynolds, Ft. Smith, Ark., who previously received proposed denial of application for 1230 kc [BROADCASTING, Aug. 12].

WBT Charlotte granted CP for new booster station at Shelby, N. C., on 1110 kc, 1 kw, nighttime only, using DA synchronized with WBT which is on 1110 kc with 50-kw fulltime.

Grants were:

Providence, R. I.—R. I. Broadcasting Co. 1220 kc 250 w, daytime only. Principals: Frank Rao, beer and liquor business, 20%; William S. Blanchard, with Narragansett Oil Co., 20%; Harold C. Arcaro, attorney, 20%; John Rao, beer and liquor business, 20%; Irma Pace, 20%. Granted Oct. 3.

Flagstaff, Ariz.—Gene Burke Brophy, formerly with KFWB Los Angeles, and director of OWI Pacific and Far Eastern shortwave broadcasts, sole owner. 1240 kc, 250 w unlimited. Granted Oct. 3.

Colorado Springs, Col.—Pikes Peak Broadcasting Co. 1240 kc, 250 w fulltime. Equal partners: Joseph K. Rohrer, former KOA Denver engineer, and proposed general manager; Edythe G. Sweeney, in KOA traffic and program department. Granted Oct. 3.

Mount Airy, N. C.—Ralph D. Epperson, radio technician, Naval Research Labs., Washington, D. C., formerly with KUOA Siloam Springs, Ark., sole owner. Granted 740 kc, 250 w daytime only as requested in petition; originally applied for 800 kc. Granted Oct. 3.

No. Wilkesboro, N. C.—Wilkes Broadcasting Co. 930 kc, 1 kw daytime only. Equal partners: John T. Cashion, Western Union, Winston-Salem; Doris B. Brown, publicity director WAIR Winston-Salem 1/3 owner Chesapeake Radio Corp., CP holder, Annapolis, Md. Granted Oct. 3.

Thomaston, Ga.—The Voice of Thomaston, 1020 kc, 250 w daytime only. Equal partners: William F. Batt, Army veteran, and Paris G. Singer, former student sales engineer Ingersoll-Rand Co. Granted Oct. 3.

Lake Charles, La.—Alonzo Stanford Dudley, former vice president Calcasieu-Marine Bank, Lake Charles, sole owner. 1400 kc, 250 w fulltime. Granted Oct. 3.

Ft. Smith, Ark.—Donald W. Reynolds, majority stockholder Ft. Smith Publishing Co., Ft. Smith, Ark., Times Pub. Co., Okmulgee, Okla., and Delta Pub. Co., Greenville, Miss., sole owner. 950 kc, 1 kw daytime only. Granted Oct. 3.

San Diego, Calif.—San Diego Broadcasting Co., 1030 kc, 5 kw LS, 1 kw night with DA fulltime. Principals: C. Arnholt Smith, banker, president, 34%; J. Frank Burke, majority stockholder KFVD (Los Angeles and former majority stockholder KPAS (now KXLA Los Angeles), vice president, 50%. John J. Smith, engaged in real estate, secretary-treasurer, 16%. Granted Oct. 3.

Havre, Mont.—Northern Broadcasting Co. 1340 kc, 250 w unlimited. Principals: William E. Ray, regional manager Royal Insurance Co., president, 20%; J. Frank Travis, 1/3 owner Havre Daily News, vice president, 16 1/3%; George L. Merrill, manager Nash-Finch Co., secretary-treasurer, 20%; J. R. Larcombe, publisher Phillips County News and 1/3 owner Havre Daily News, 20%; H. C. Watts Jr., news editor, Havre Daily News, 3 1/3%; O. R. Ruble, president, Citizens Bank of Montana, 20%. Granted Oct. 3.

KSAM, KVOP SALES APPROVED

SALES involving KSAM Huntsville and KVOP Plainview, Tex., with J. G. Long buying KSAM and W. J. Harpole acquiring full ownership of KVOP, approved by FCC, announced Friday. Mr. Harpole (75%) and J. C. Rothwell (25%) sell KSAM to Mr. Long, theatre owner and partner in Bay City (Tex.) Broadcasting Co., for $42,500-plus [BROADCASTING, June 10]. In KVOP transaction, Mr. Harpole, general manager and 75% owner, acquires remaining 25%, also from Mr. Rothwell, for $21,875 [BROADCASTING, June 3]. Both outlets operate with 250 w fulltime, KSAM on 1490 kc and KVOP on 1400 kc.

AMERICAN TRANSIT Assn., N. Y., devoting $25,000 monthly to car-card space, publicizing MBS show *Spotlight on America*. Agency, Owen & Chappell, N. Y.

FCC MAKES FLAGSTAFF, FORT SMITH GRANTS FINAL

PROPOSED GRANTS for new 250-w fulltime stations at Fort Smith, Ark. and Flagstaff, Ariz. made final by FCC and announced Friday. Grant of these hearing cases coincided with outright grants in non-hearing cases for another station in each town (see story this page).

Authorization to Arkansas-Oklahoma Broadcasting Corp. to use 1230 kc at Fort Smith, Ark., proposed Aug. 6 [BROADCASTING, Aug. 12], made final in order adopted after competing applicant, Donald W. Reynolds, requested and received 950 kc. Arkansas-Oklahoma principals: Clyde B. Randall, president (25%), principal owner Randall Motor Co., Fort Smith; R. A. Young Jr. (25%), attorney; McLoud Sicard (25%) and W. J. Echols (12½%), bank officials; A. B. Harper (12½%), in natural gas business.

Flagstaff grant for 1340 kc to Grand Canyon Broadcasting Co., proposed Aug. 22 [BROADCASTING, Aug. 26], made final after competing applicant, N. Pratt Smith, filed no exceptions to proposed denial of his application. Grand Canyon partnership of James L. Stapleton, KOB Albuquerque chief operator (65%); James Martin Neil Jr. (20%) and Duard K. Nowlin (15%), also of KOB.

SEVEN MORE FM GRANTS ANNOUNCED FRIDAY

CONDITIONAL GRANT for Class B FM station to WBIG Greensboro, N. C. (AM), and regular permits for six other AM licensees announced by FCC Friday (earlier FM grants story, page 109). Regulars, all for Class B, as follows with AM affiliation in parentheses:

Amarillo Broadcasting Corp. (KFDA), Amarillo, Tex., 101.3 mc (Channel 267), 3.2 kw, antenna height 420 feet; Darrell E. Yates (KRBA), Lufkin, Tex., 92.9 mc (No. 225), 2.9 kw, 395 feet; Tar Heel Broadcasting System (WRRF), Washington, N. C., 101.9 mc (No. 270), 29 kw, 400 feet; Larus & Bro. Co. (WRVA), Richmond, 97.1 mc (No. 246), 21 kw, 510 feet; KJBS Broadcasters (KJBS), San Francisco, 98.5 mc (No. 253), 35 kw, 650 feet; Associated Broadcasters (KSFO), San Francisco, 98.1 mc (No. 251), 14 kw, (antenna height not announced).

WBIG application had been set for hearing; Comr. Ray C. Wakefield opposed removal from hearing docket and conditional grant. Capital Broadcasting Co.'s Greensboro, N. C., application taken from hearing docket and put in pending files awaiting outcome of AM proceedings. Application of Greensboro Broadcasting Co. (WGBG Greensboro, with ownership connection with WMFR High Point, also FM applicant) to be heard in separate proceeding on duopoly issue.

MINNEAPOLIS 10 KW APPLICANT

LEE L. WHITING, former manager WDGY Minneapolis, now with Lloyd William Nelson Adv. there, owns 40% common stock of Family Broadcasting Corp., reported Friday applying for new Minneapolis daytime station on 1020 kc with 10 kw. He would manage proposed outlet. Remainder of common stock owned by Christian Businessmen's Committee, Minneapolis nonprofit group. Estimated construction cost: $59,850.

NOD TO O.G.'s

DECISION of Branch Rickey, Brooklyn Dodgers president, to give exclusive local rights for broadcast of National League playoff to P. Lorillard Co. (Old Golds) reportedly cost club over $100,000 from outside bidders. Lorillard had preseason and regular schedule games on WHN New York and, accordingly, Mr Rickey acted in deference to sponsor. Mutual carried both playoff games on stations outside New York and St. Louis, latter area also held as exclusive for local Cardinal sponsor. Lorillard agency, Lennen & Mitchell, N. Y.

RAYTHEON MICROWAVE GRANT

RAYTHEON MFG. Co. awarded first grant for experimental use of microwave frequencies by mobile service, FCC said Friday. Grant for two experimental Class 1 stations for developing equipment using microwave frequencies for communication in connection with all types of vehicles. Frequencies, subject to change, in bands from 1750 to 30,000 mc.

Closed Circuit

(Continued from page 4)

diction still stands that he'll be back before year's end. For one thing, Mr. Porter long ago promised his colleagues he would leave them legacy in form of FCC's own building in lieu of tenancy in Bob Hannegan's Post Office Building. Porter returns next week from Texas after business trip and vacation of several weeks. Reports of his return to FCC given greater significance with revelation from inside sources that Administration plans to (1) abolish wage stabilization before election, (2) demobilize OPA about first of year.

JUSTIN MILLER, NAB president, and Thurman Arnold, anti-trust attorney, former colleagues on Court of Appeals bench in Washington, who have taken opposite positions on FCC Blue Book, expected to lock horns soon on same issue. Ex-Judge Arnold, in name of American Civil Liberties Union, teed off against Blue Book last June 1. Judge Miller, in address before New York Rotary Sept. 19, answered in kind and added it was obvious to him that his former associate had not read Blue Book. Since then, Judge Arnold has asked for copy Judge Miller's speech while other Blue Book zealots have been searching Washington archives for ammunition.

WHEN clear channel hearings resume, probably in November, clear channel exponents expected to plead for more than simple maintenance of status quo of exclusive frequencies, plus power above 50 kw. New plea believed to add bid for opening up of new clear channels. Clears' technical experts reported at work to demonstrate how it might be done.

THAT DUOPOLY question ever-present at FCC indicated in request for Commission engineers to prepare "duopoly maps" showing extent of overlap, if any, between commonly-owned stations. Maps, supposed to be guide to assure future action on cases involving overlapping service of same or mutually-owned applicants, will be consistent with past action under similar circumstances. Extent of overlap, degree of common ownership, markets and populations served are among factors making each case a separate problem.

OBJECTIONS RAISED TO FRANK PROJECTIONS FOR BMB

SEVERAL leading station representatives reportedly objected Friday to some of nine uses of Broadcast Measurement Bureau suggested by Philip Frank, BMB executive secretary, in series of articles in BROADCASTING [Sept. 16, 23, 30]. Objections raised during meeting of more than 35 representatives with BMB officials in New York.

Most representatives reportedly agreed fundamental BMB measurement was sound but that some of Mr. Frank's suggested projections of basic figures were not statistically valid. Issue arose during discussion of presentation prepared by BMB for NAB Convention. Same group will reconvene next Wednesday (Oct. 9) to renew discussion.

GOLDMARK AND LODGE EXPLAIN COLOR DEVELOPMENT

SINCE LAST JANUARY potential brilliance of color television pictures increased 11 times by development of new color filters for cameras and increase in number of frames per second, Dr. Peter C. Goldmark, CBS director of engineering research and development, told National Electronics Conference in Chicago. Dr. Goldmark described theory of CBS mechanical color television; gave technical report on CBS color methods.

Field tests of UHF color television proved it technically sound system for television broadcasting, William B. Lodge, CBS director of general engineering, told conference. Mr. Lodge said CBS tests had shown: (1) Radiated power of 10 kw from New York's Chrysler Bldg. tower will provide satisfactory reception for 90% of audience within 50 miles; (2) possible to obtain ghost-free reception in more than 95% of homes having signals of usable intensity; (3) UHF television band virtually free of man-made interference, completely free of natural static.

D. C. SPORTS TELECASTS

DU MONT television granted exclusive rights to televise all sports from Uline Arena, Washington, D. C. Telecasts start in late fall on WABD N. Y. and WTTG Washington, Du Mont stations. Professional and amateur ice hockey, basketball, Icecapades, boxing, wrestling, rodeo and circus are Arena features.

DROPPING BOSTON FM

RAYTHEON MFG. Co. petitioning for withdrawal from Boston FM field, attributing request to changes "in business relations and in the conditions surrounding the operations of the applicant." Withdrawal will leave nine applicants in Boston area, FCC records show, but Commission authorities and some practitioners do not agree on whether seven or five channels now available there.

BUCK TO FC&B POST

GORDON BUCK, research consultant, joined Foote, Cone & Belding as director of research, Chicago office, and Richard Tully appointed assistant, Harold Webber, vice president and director of media and research, announced. David D. Brown, formerly with Dancer-Fitzgerald-Sample, named account executive.

EXHIBITORS at TBA Conference: RCA, Du Mont, General Electric, American Telephone & Telegraph Co., Telicon, Farnsworth, Philco, Sonora, Crosley, NBC and Belmont Electronic Co.

HITS SCHOOL DEMANDS

CAMPAIGN to halt practice among some high schools of charging fees for right to broadcast sports started by Leslie C. Johnson, general manager of WHBF Rock Island, NAB 9th District director. Action started after Frank R. Mills, director of WDWS Champaign, Ill., wrote that W. Frankford school principal asked $25 for rights to broadcast game. Mr. Mills wrote principal even if play-by-play were sponsored, station would lose money without paying fee. He cited cost of cancellations and other expenses involved.

JOHNS SELLING WTMV TO CURTIS RADIOCASTING

NEGOTIATIONS nearing completion for purchase of WTMV E. St. Louis, Ill. (1490 kc, 250 w, fulltime), by Curtis Radiocasting Corp., owner of stations in Evansville and Terre Haute, Ind., at reported $320,000. Contract with WTMV owner Myles H. Johns subject to FCC approval. Michael Henry and Frank J. Prendergast to remain as manager and commercial manager respectively. Mr. Johns also owner WOSH Oshkosh, Wis., and FM applicant for Milwaukee.

Curtis Radiocasting controls WBOW, WBOW-FM Terre Haute, WGBF, WMLL (FM) Evansville, has sold WEOA Evansville (under duopoly rule) to WFBM Indianapolis for $200,000 subject to FCC consent, and has application to acquire WABW (FM) Indianapolis and permit for WBBW there (see story page 58). By reinvesting proceeds from WEOA duopoly sale in WTMV Curtis not subject to capital gains tax.

SHORTWAVE CONFERENCE IS SET FOR PARIS

SHORTWAVE broadcasting conference, originally scheduled for Brussels following Moscow five-power meet, now in session, set for Oct. 24 in Paris, State Dept. advised by U. S. delegation. Five-power Moscow conference divided into five committees—Oganization, Allocations, Radio, Telegraph, Telephone—to make recommendations to plenary sessions.

Fortu Shenko, U.S.S.R. radio director, elected conference chairman. Preliminary report said conference running smoothly, would finish by Oct. 20—two to four weeks ahead schedule. Meanwhile only Newfoundland and Bahamas agreed with U. S. to postpone Oct. 1 filling date for NARBA proposals [BROADCASTING, Sept. 30]. Canada, Mexico, Cuba, unheard from at deadline.

STRIKE STALEMATE

NABET and Westinghouse Radio Stations Inc. stalemated as weekend approached after mid-week conference between Walter Evans, Westinghouse vice president, and A. T. Powley, NABET president, before U. S. Conciliator Douglas Bird. Westinghouse stations in four cities operated during fortnight-long strike by supervisory personnel.

DURSTINE ELECTS VP'S

DIRECTORS of Roy S. Durstine Inc., N. Y., elected three vice presidents: Art T. Gardiner, in charge of media and research; Thomas M. Crabbe, in charge of package goods; Roy U. Gordon, who heads agency's activities for group of accounts including Edelbrew Brewery Inc. T. Arnold Rau, former comptroller, elected treasurer.

People

JOHN M. ALDEN, for past two years Pacific Coast manager for Biow Co., elected vice president in charge of all West Coast activities.

ARTHUR GAETH, MBS Nuremberg correspondent, won toss to cover executions for combined networks of 11 Nazi war criminals.

HERMAN BESS, WNEW N. Y. vice president in charge of sales for 12 years, joined WMCA N. Y., as director of sales.

KEN SPARNON, former WHEC Rochester N. Y., musical director and production manager, joined BMI's N. Y. station relations staff.

WICKETT LEAVING WTOP

MARTIN DEANE WICKETT resigns as program manager, WTOP Washington, after nearly four years, effective Jan. 1. Declines comment on plans, other than he'll take month's vacation, but understood to have several lucrative offers. Mr. Wickett began career with WLOE (now WMEX) Boston in 1929, has been music director, KMOX St. Louis, assistant music director, WLW-WSAI Cincinnati, was assistant to Edward J. Fitzgerald, former radio director, Erwin, Wasey & Co., N. Y.

KTUL CASE STUDIED

NATIONAL Labor Relations Board Examiner Sidney L. Feiler Friday referred to NLRB Washington, three-day conflicting testimony taken in Tulsa on IBEW complaint against KTUL, charging unfair labor practices [BROADCASTING, Sept. 23]. IBEW witnesses testified Gregory Chancellor, Bill Taylor, announcers, fired for union activities. John Essau, KTUL general manager, refuted, said they were replaced by returned servicemen. Charles Lawton, KTUL engineer, charged Mr. Esau called engineer meeting, attempted to retract memorandum which engineer said Mr. Esau remarked would "give NLRB a case." No decision expected for some time.

NL&B PROMOTIONS

NEEDHAM, LOUIS & BRORBY, Chicago, elected four new vice presidents, two in radio, Maurice H. Needham, president announced. They are: Frank Pittman, manager Hollywood office, producer of *Fibber McGee and Molly;* Alan Wallace, Chicago, radio director; William H. Ohle and William R. Kinnaird, account executives.

WELCH TO STOP CLAIMS

WELCH GRAPE JUICE Co., Westfield, N. Y., for years claiming reducing properties for product, agreed to stop, Federal Trade Commission announced. Stipulation approved by FTC also requires firm to cease advertising ingredients producing laxative effect in Welch's Grape Juice are not laxative drugs. FTC dismissed complaint of false and misleading advertising. H. W. Kastor & Sons, Chicago, named as Welch agency.

THAT SELLING POWER!

BILL HERSON, sponsored on WRC Washington in *Herson in Person*, 9:15-9:30 a.m. daily, by Lacy's, Washington electric appliance store, announced exclusively Friday that Lacy's had 200 electric irons, $6 each, available only to persons calling at store, mentioning program. Within hour all irons were sold.

...it's not what we THINK,

but what we KNOW...

about RURAL LISTENING!

You can't "guess" when it comes to rural audiences. You can't "think" the farmer and his family like this or that program. You have to **know!**

And the fact that WLW **does** know is demonstrated by the 1945 Variety award to WLW for "Contributing To The Nation's Breadbasket."

For years, WLW has intensively studied rural listening in the great 4-state market that is WLW-land.

1. **Six Years Ago** the WLW Cost Allocation Study provided, among other things, the first sound estimate of the extent and nature of rural listening.
2. **Three Years Ago** WLW underwrote the first rural coincidental telephone survey ever made by C. E. Hooper, Inc.
3. **Last Year** The Nation's Station, continuing to pioneer, became the first radio station to subscribe to the Nielsen Radio Index, for factual measurement of **all** listening . . . rural as well as metropolitan.
4. **This Year** another yardstick is in use – a consumer panel of 3000 radio homes, properly stratified, called The People's Advisory Council.

These various studies and services have guided us through the years in our programming for the audience beyond the city limits. We have found out when they listen to WLW, and to what extent.

Result: A bigger, more loyal rural audience . . . an audience overwhelmingly satisfied because it is intelligently served.

WLW

CROSLEY BROADCASTING CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION